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6.2.35

1935

*Richard  
Diener*

OXNARD  
CALIFORNIA

PETUNIAS  
(No. 38 DOUBLE RUFFLED  
MONSTERS MIXED)

In this catalogue for the 1935 season you will find many new creations which it is hoped will meet the approval of my many friends and flower lovers the world over. I have added many items for which there has been an insistent demand.

I have appreciated the great number of enthusiastic testimonials that have come to me unsolicited. The apparent success that all are having with my seeds is certainly gratifying.

To give a more comprehensive description of a few of the more popular Petunia offerings, they have been illustrated in full color on the center pages of this catalogue. Some of nature's shades of color are almost impossible to imitate, but you will find that these full-color reproductions are exceptionally close matches to the actual flowers.

California is the world's flower bed. Here at Oxnard, where I am located, nature has given an ideal soil and climate that is probably the finest for the propagation of seeds and bulbs.

Oxnard is situated midway between Los Angeles and Santa Barbara, in Ventura County, on the main line of the Southern Pacific Railroad and on the Roosevelt Coast Highway. It is a city of 6500 people and has a temperate climate averaging 70 degrees the year 'round.

To everyone interested, I extend a cordial invitation to visit my nursery and see some of my extensive experimental beds in full bloom.

Your past patronage has been appreciated, and I can assure you that any selections you may make from this catalogue will assist materially in making your garden an outstanding one for beauty and admiration.

An order sheet and addressed reply envelope are enclosed for your convenience. Place your orders early so that you may not be disappointed in getting your selections.

Sincerely,

A black and white portrait photograph of a man with short, dark hair, wearing a dark suit jacket, a white shirt, and a dark tie. He is looking slightly to his left with a neutral expression.

*Richard Dierer*

## CONDITIONS AND TERMS OF SALE

**Foreign Customers**—Remit by Postal Money Orders from foreign countries. Personal checks not accepted.

**Canadian Customers**—In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.

**Prices:** The prices quoted herein are our very lowest current prices. They cancel all previous quotations made either by letter or advertisements.

**Guarantee:** I exercise every care to ship only first-class stock but give no warranty, expressed or implied, and will not be in any way responsible for the results of planting or forcing of any seeds, bulbs, roots or tubers sent out by me.

To satisfy my customers in every way has been my first aim. Bulbs found not true to name should be retained by the customer and I shall replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

If you have any complaints to make about any stock received from me, please do not hesitate to do so and I shall correct any error. I do not consider our transaction complete until you are absolutely satisfied.

**NOTICE:** Please keep this catalogue and read it over carefully. It contains answers to most of the questions usually asked me by customers. In the future when such questions are asked we shall refer customers to our catalogue. These inquiries usually come in during the busy season and it is almost impossible to answer them all.

Complete Index on Inside Back Cover

## AMARYLLIS

For the last twenty years I have made crosses to increase their size as well as to get a greater variation of colors which has been accomplished. I have sizes up to sixteen inches and every shade except yellow and blue. My strain flowers several times a year under favorable conditions.

My main business is seed raising, but during the last few years I had a great amount of amaryllis offsets on hand and as money was scarce during the depression I decided that it would be a good idea to popularize these new beauties by sending out these offsets at cost and even at a loss just to acquaint the public with them and to let people know how easily they could be grown, even in windows of the home. From the many reports of their results I believe this went a long way in popularizing these new amaryllis in every state. Now that conditions have improved we shall not send out offsets. Seeds and flowering bulbs only will be shipped hereafter.

In seeds you will find the greatest variety of colors and as my type grows much easier and flowers much earlier than the old types you can raise a bunch of seedlings with very little trouble and under favorable conditions the seedlings will start flowering from 15 to 20 months from sowing. At the Annual National Amaryllis show of the American Amaryllis Society, April 3, 1934, at Orlando, Florida, a few dozen flowers sent from here arrived in fair condition and were awarded a first-class certificate and were a sensation of the show. I have some very outstanding specimens, but so far, with the exception of a few, I have not named any. All go into the seed mixture so you will find the very best ones therein.

### DIENER'S EVERFLOWERING MAMMOTH HYBRID AMARYLLIS

Flowering size bulbs, each 25c      Dozen \$2.50  
(All different)

Fancier varieties of flowering size bulbs, \$1.00 up to \$20.00 (each) according to quality of variety. Send us how much you wish to pay and we will send bulbs at such value. Also state colors you prefer.

SEEDS: 20 seeds 50c      100 seeds \$1.50  
1000 seeds \$12.50

### DIENER'S AMARYLLIS EQUESTRIS HYBRIDS

These are in the second and third generation of crosses from Amaryllis Equestris and my Giant Hybrids. They are still easier grown and more free-blooming than the previous mentioned type. They have some beautiful colors of salmon, orange and copper. The size is nearly as large as the Giant Hybrids.

Flowering size bulbs, each 25c      Dozen 2.50  
(All different)

Fancier varieties of flowering size bulbs, \$1.00 up to \$20.00 (each), according to quality of variety. Send us how much you wish to pay and we will send bulbs at such value. Also state colors you prefer.

SEEDS: 20 seeds 50c      100 seeds \$1.50  
1000 seeds \$12.50

**Directions for Sowing:** Amaryllis seeds should be sown in boxes or seed pans (in greenhouse or hot bed) containing finely sifted sandy leaf mould to a thickness of three inches. Smooth out surface of soil evenly and sprinkle thoroughly. Spread seeds closely together (so close that they touch one another) and cover with the same soil just sufficient to hold down. Keep moist but not too wet. If air is too dry cover with glass. In case of very hot sun, cover the glass with a sheet of paper in order to prevent the heat from burning the young plants. Plants will come up in about three weeks and should remain in the same box for two or three months. Replant in three-inch pot or in boxes about two inches apart. Seedlings, when given the proper care, will commence to flower fifteen months after sowing. Seeds may be sown at any time of the year in a greenhouse.

**Directions for Planting:** Cultivation is simple. Soil suitable for a geranium or fuchsia is right for them. They must have shade, when under glass. When bulbs are larger, it is necessary in planting that just the roots be placed in the ground, the whole bulbs must be above the ground. They should be watered only when the top soil is dry. Amaryllis should be kept under continual cultivation all the year, never rested or kept dry. Soil should be changed once a year. The nearer they are kept to 70 degrees at night the more they will flower. Bulbs will be sent by American Express, charges collect.

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British Columbia, Canada, Aug. 22, 1933.  
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I am pleased to say I have a wonderful show of your famous Petunias and mostly double.

Yours truly,  
A. BAYNE.



AMARYLLIS

Diener's Everflowering Mammoth Hybrid

Chicago, Illinois, January 27, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: The Amaryllis seeds which I got from you in 1930 at \$2 per 100 have bloomed twice and range in color from almost white to dark red. With new seedlings and offshoots I have about 1000 plants and am very proud of them.

Yours truly, TERESA PATTERSON.

\* \* \*

Avonmore, Pennsylvania, July 23, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I purchased some of your Giant Petunia seeds at the Chicago World's Fair last year and was very much pleased with them when the flowers came into bloom this summer.

Yours sincerely,  
JAMES B. BAIRD.

## PELARGONIUMS

(Lady Washingtons)

### Diener's Newest Everflowering Hybrids

These new pelargoniums are second and third generation crosses from Eastergreeting. The flowers are over twice larger than the Eastergreeting type and flower the whole year around, which makes them all the more valuable. The plants are of semi-dwarf growth and in flowering resemble Azaleas. For those who grow pot plants or for bedding these are very valuable and easy sellers in any size as they flower from cuttings and keep on flowering continually.

Through the introduction of these new varieties, pelargoniums will take on a new popularity as the colors and size are so unusual and appealing.

No. 1. **SANTA MONICA**.—La France Pink with large, deep red spots in the center of two upper petals. Surrounded by rose pink. Single flowers three inches in diameter. A beauty.

No. 2. **DIENER'S GIANT**.—Spinel pink. Two upper petals have large, blood red spots in center. Surrounded by rose pink. Single flowers four inches in diameter. A silver dollar will not cover a single flower petal. Unquestionably the largest pelargonium in existence.

No. 3. **RUTH W. McAFFEE**.—Begonia rose with salmon sheen. Deep red spots in center of two upper petals. Three inches in diameter. One of the most beautiful pelargoniums.

No. 4. **BEVERLY HILLS**.—Amaranth pink or orchid color. Two upper petals have blood red spots. Three inches in diameter. Flowers have fringed edges. A very outstanding variety.

No. 5. **MRS. MARY BARD**.—Snow white with a few mallow purple stripes in center of flower. Two and one-half inches in diameter.

No. 6. **GIANT VENUS**.—Bright rose pink with a maroon spot in the center of all five petals. Plants of dwarf habit. Flowers 3½ inches in diameter. A very beautiful variety.

No. 7. **GLENDALE**.—Tyrian rose with blood red spots in center of all five petals. Flowers 3½ inches in diameter. An outstanding variety.

No. 8. **GOLETA**.—Deep rose color with maroon spots in two upper petals which are surrounded by strawberry pink. Three inches in diameter.

No. 9. **PIRU**.—Rose color with center of two upper petals deep blood red surrounded by strawberry pink. Single flowers 3½ inches in diameter.

No. 10. **SAN DIEGO**.—Mallow purple. Maroon spots in all five petals. Flowers 2½ inches in diameter with heavily frilled edges. An exceptional variety.

No. 11. **PASADENA**.—Rose color with maroon spots in two upper petals. Single flowers three inches in diameter.

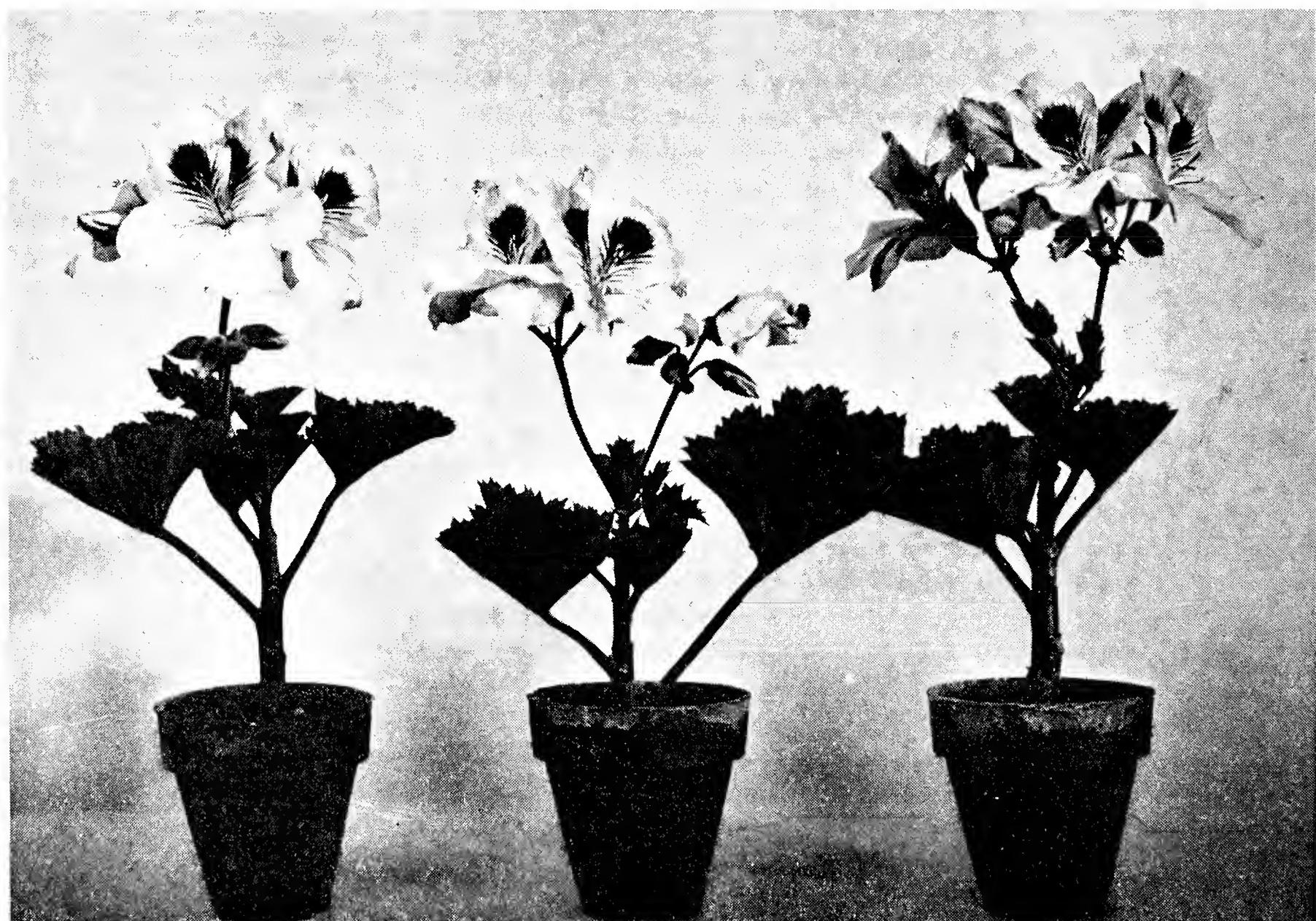
RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

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## NEW PELARGONIUMS



No. 6. GIANT VENUS



CUTTINGS IN 3-INCH POTS

# RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

**No. 12. VERA N. WATT.**—Deep rose pink with blood red spots in two upper petals surrounded by strawberry pink. Single flowers  $2\frac{1}{2}$  inches in diameter and ruffled. A beauty.

**No. 13. MONTECITO.**—Pale amaranth pink with deep red spots in two upper petals. Flowers three inches in diameter. Slightly ruffled.

**No. 14. SANTA BARBARA.**—Rose red with blood red spots in two upper petals. Flowers three inches in diameter and ruffled. Plants of dwarf growth. **Note:** Only one cutting of No. 14 to each customer.

Price	(14 Varieties)	Collection
Unrooted cuttings (which ship easily).....		\$ 3.50
Rooted cuttings .....		7.50
100 unrooted cuttings of any one variety only .....		15.00
	(Larger amounts on request.)	
12 unrooted cuttings (of any one variety).....		2.50

**Note:** We can ship no less than one collection (one each of the 14 varieties) or 12 unrooted cuttings of any one variety.

## TRACHELIUM COERULEUM

A plant on the order of the hydrangea, for pot plants and outdoors. Has large clusters of heliotrope blue flowers, which are long lasting. This is something new and very good. Many people are looking for just such a thing. The seeds are as fine as fern seeds and should not be covered. Grows very easily.

Package 25c      6 packages \$1.00



TRACHELIUM COERULEUM

## TRITOMA

(Diener's Hybrids) (Red Hot Pokers)

Tritomas are some of the most showy plants we have and attract much attention. My hybrids are the largest in height and length of flower clusters. Stems range from four to six feet tall. The colors are yellow, coral, orange and scarlet. In very cold climates these plants should be taken out of the ground and stored like Dahlias in the cellar through the winter. The seeds take from four to six weeks to come up and should be kept very moist.

Trade pkg. 25c      6 Trade pkgs. \$1.00

## TRITOMA RUFA HYBRIDS

Tritoma Rufa is a small ever-flowering variety which I crossed with the others and obtained a strain which flowers almost continually. They are very free-flowering, making stems two to three feet long. Very valuable for cut flowers and bedding.

**Directions:** Sow Tritoma seeds out in boxes or pans filled with sandy leaf mould. Cover  $\frac{1}{6}$  of an inch with the same soil and keep moist and shaded. They will not come up for six weeks.

Package 25c      6 Packages \$1.00

## GAILLARDIA GRANDIFLORA

(Blanket Flower) "Oxnard Gem"

Golden orange seam, maroon red center,  $3\frac{1}{2}$ -inch flowers on long stems. An unusually fine Gaillardia for cut flowers and bedding.

Package 15c      4 packages 50c



TRITOMA  
(Diener's Hybrids)

Ontario, Canada, January 3, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I was delighted with the results of the seeds I purchased last year from you. A well-known seed firm here inquired where I purchased the seeds to produce such lovely plants and I referred him to you.

Yours truly,  
JOS. A. BROWN.

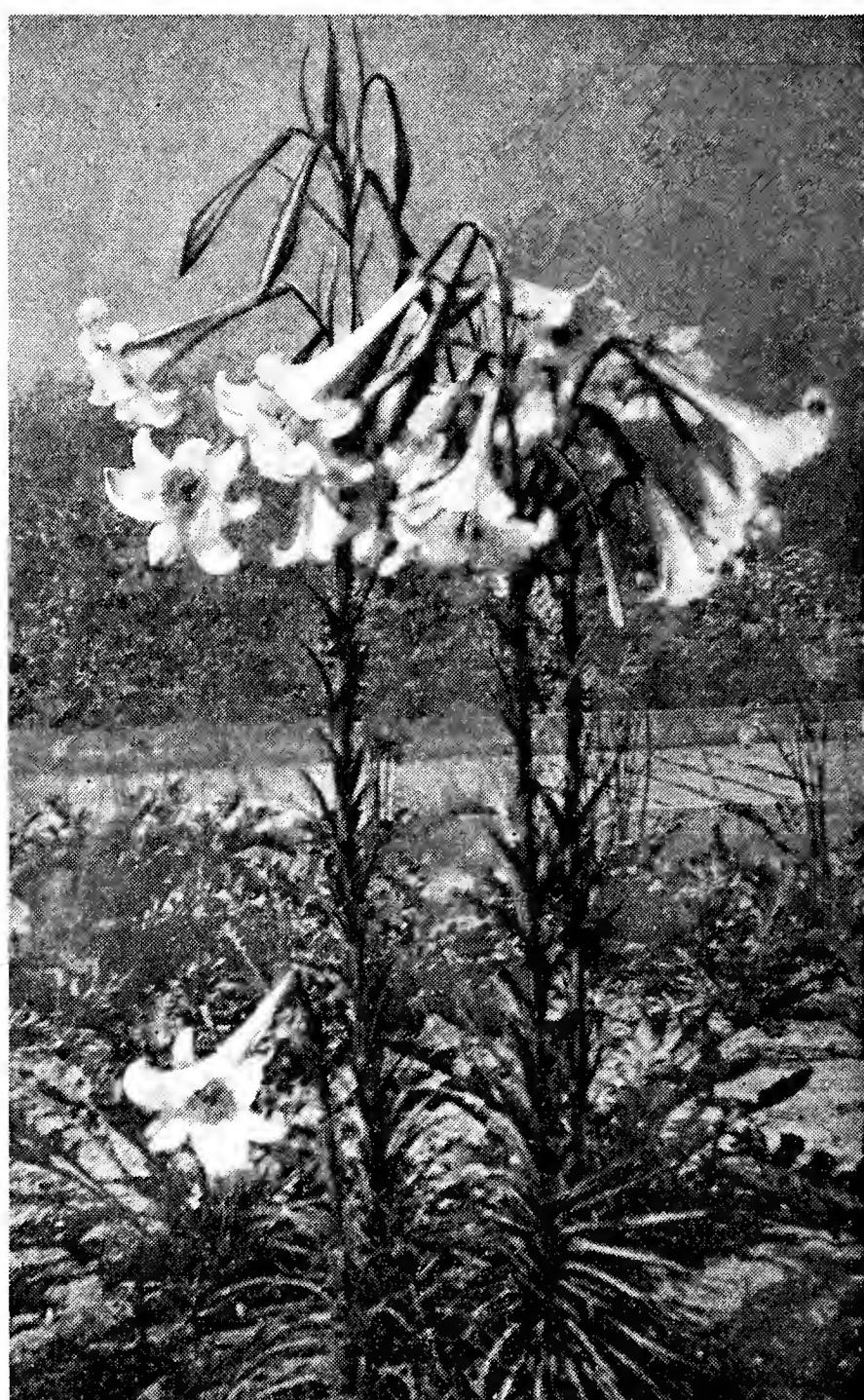
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Washington, "Anacostia," D. C., Nov. 12, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I am a plant grower and nursery business and am very much interested in seeds of Petunias, Delphiniums, Dahlias and Gladiolas for my trade, which, of course, must be of the finest grade that money can buy. I am informed you are the best one in U. S. A. in these lines and most reliable. For this reason please send me a 1933-34 catalog.

Yours very truly,  
MRS. EVA BOCKOVAC.



LILIUM  
(Philippinense Formosanum)

### LILIUM REGALE (Regal Lily)

An easy growing, very hardy lily from China with large, white trumpet flowers. Has a golden center inside and is very fragrant. This should be in every garden. Flowers in the Spring.

Package 25c 6 packages \$1.00

### LILIUM (Philippinense Formosanum)

A new lily from the Philippine Islands which flowers six months after sowing. Large, trumpet shape, white flowers with a great many blooms to a stem. This grows five feet tall. Is hardy and easy growing everywhere and one of the most showy lilies in existence. It is best to sow out these seeds first in flats and give them only a light covering. When seedlings have a few leaves about two inches long transplant into the open, one foot apart. Flowers in the Fall.

Package 50c 6 packages \$2.00

## PETUNIA SEEDS

This year our petunia seeds are of the highest quality that we have ever produced. We have taken more land on a nearby ranch for our petunia raising as the home place was filled with other crops. We have six full acres in petunias this year and with the exception of a very few varieties we have plenty of seeds on hand. We have no petunia seeds left from last season as they were entirely sold out. The sales in petunia seeds alone were over \$20,000 last winter, which, I believe, is more petunia sales than those made by any other firm in this country or elsewhere in petunia seeds alone. We have the finest testimonials from every state in the Union, as well as foreign countries, and we have spared no expense and effort to get the highest quality to satisfy our customers. There is a great amount of varieties on the market now, many of which are a selection of our varieties and so near our varieties. We have only one variety of each color in the single as well as the double, which makes it easier for anyone to select his order of petunias, and what we offer is the best in every class. Although the seeds are raised from the very finest selected plants and are all hand pollinated, there are always some which revert to the old type, the single, small flowered purple. This is a natural habit of the petunias and no way has been found yet to avoid this. It is queer that these reverted ones flower first and give the impression that all will be so, but the reverions average only about 7 per cent. The other 93 per cent are true. This, of course, differs in the different kinds.

### **DIENER'S RUFFLED MONSTERS**

Those who want smaller amounts of all single kinds may have sample packages of each at 25c a package. Of numbers 9, 11, 14, 16, 17, 21, 22 and 23, sample packages are 10c, while the smaller packages of the double types are 50c.

The varieties marked Ruffled Monsters are of giant size while the others are somewhat smaller. The size of flowers is given.

Please order by number to avoid mistakes.

Trade Pkg.      Sample Pkg.

**No. 1. PINK** (Ruffled Monster).—Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence.....\$50      \$.25  
*See color reproduction of this flower on center pages of this catalogue*

**No. 2. FLESH PINK** (Ruffled Monster).—Five to six inches in diameter. Heavy veined center. A new color in Ruffled Monsters. (The No. 2 which we listed before was red and was very similar to No. 5. I shall have only No. 5 in that color henceforth) .....\$.50      .25

**No. 3. VARIEGATED** (Ruffled Monster).—Colors appear in red and white checks and blotches. Also striped pink and white, copper red and white. Five to six inches in diameter .....\$.50      .25  
*See color reproduction of this flower on center pages of this catalogue*

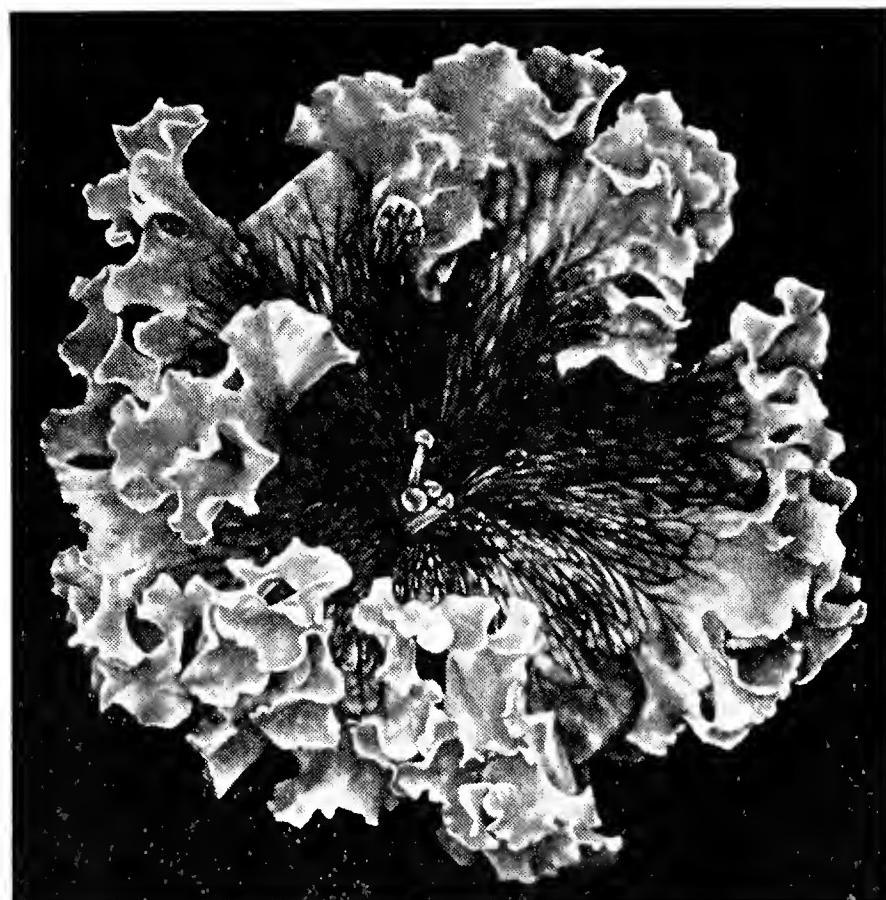
**No. 4. WHITE WITH YELLOW CENTER** (Ruffled Monster) .....\$.50      .25  
*See color reproduction of this flower on center pages of this catalogue*

Trade Pkg.      Sample Pkg.

**No. 5. RED, DARK VEINED WITH COAL BLACK CENTER** (Ruffled Monster).—Six to eight inches in diameter. This is a gem in Petunias and is a great favorite with all flower lovers. Be sure to try a package.....\$.50      \$.25  
*See color reproduction of this flower on center pages of this catalogue*

**No. 6. PALE LILAC PINK** (Ruffled Monster).—Heavily ruffled with strongly veined center. Flowers four to five inches in diameter.....\$.50      .25

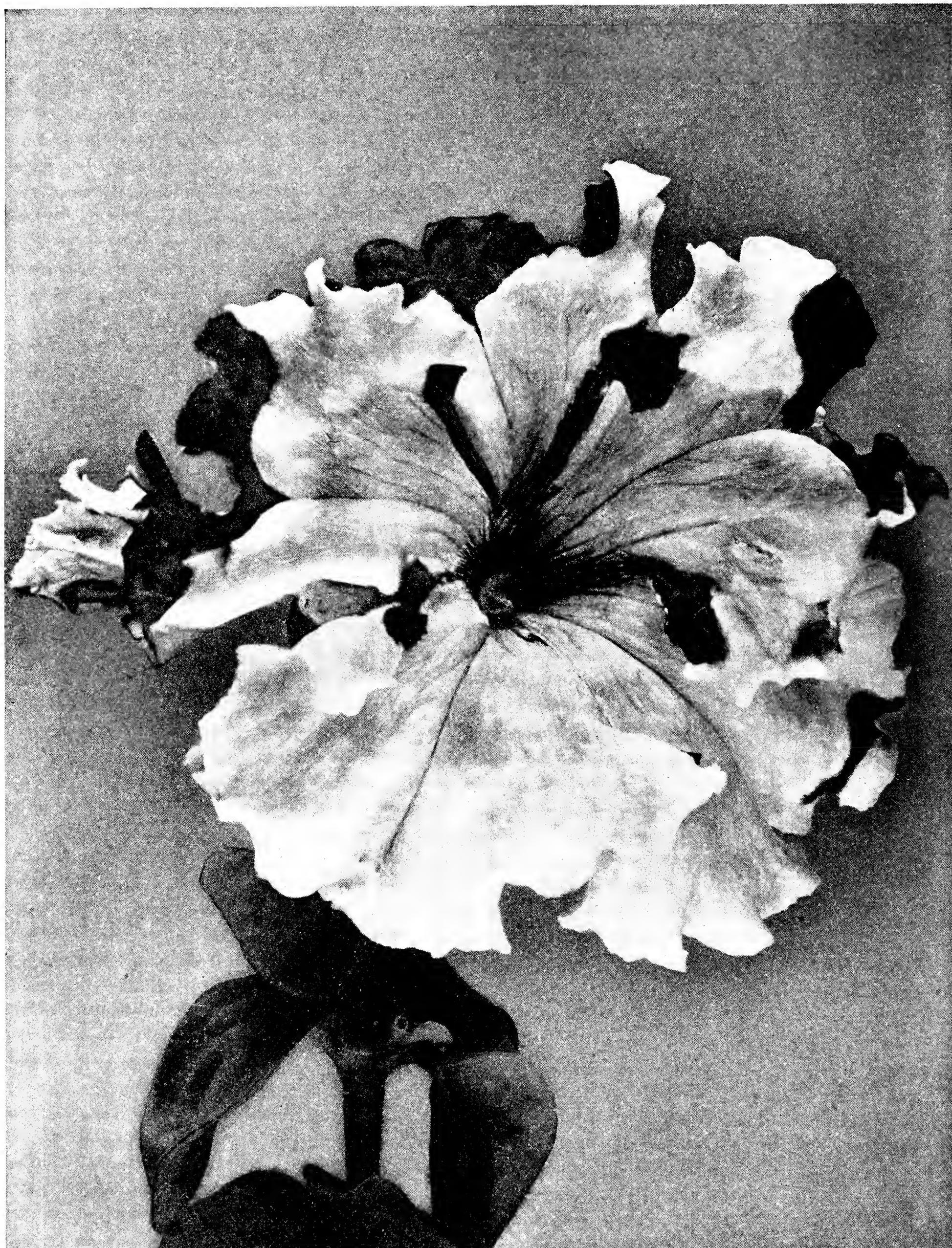
**No. 7. RED AND WHITE VARIEGATED** (Ruffled Monster).—Large golden yellow center. Flowers four to five inches in diameter. One of the most admired of my collection of Petunias and very true to type. Try it. .50      .25  
*See color reproduction of this flower on center pages of this catalogue*



**No. 9. "PEARL OF KENTFIELD"**

Salt Lake City, Utah, Jan. 23, 1934.  
 Mr. Richard Diener, Oxnard, Calif.  
 Dear Sir: Kindly send Petunia seeds as listed for the enclosed money order. Can't get along without your Petunias. Always a good seller.

Yours truly, H. BRUSCHKE.



DIENER'S RUFFLED MONSTER PETUNIA (Single)  
No. 7. Red and white variegated, large yellow center

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.



DIENER'S RUFFLED MONSTER PETUNIAS  
in 3-inch Pots

Trade Sample  
Pkg. Pkg.

No. 10. SALMON ROSE (Ruffled Monster).—Light veined center, five to six inches in diameter. (1934 novelty.) A very beautiful Petunia..... \$50      \$.25

See color reproduction of this flower on center pages of this catalogue

No. 13. HELIOTROPE (Ruffled Monster).—A pinkish mauve. Five to six inches in diameter. Deeper veined center. Very fine..... .50      .25

See color reproduction of this flower on center pages of this catalogue

Baltimore, Md., January 20, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Last year I was foolish enough to let some one talk me into buying some fine imported Italian Petunia seeds. They were supposed to be the greatest thing ever seen in Petunias. I tried them to my sorrow. There is no comparison to them against Diener's Petunias. The poorest flowers of your seeds, of which there are very few, are 100 per cent better than the finest of the imported Italian Petunia seeds. Every word in your slogan is true.

Very truly yours,  
P. A. SCHNEIDER.

Trade Sample  
Pkg. Pkg.

No. 18. VARIEGATED HEAVY RUFFLED.—Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers four to five inches across (Ruffled Monster) ..... \$50      \$.25

No. 20. MAUVE (Ruffled Monster).—Center heavily veined with royal purple. One of my most exquisite and most popular varieties. Average flowers five inches across. Very fragrant ..... .50      .25  
See color reproduction of this flower on center pages of this catalogue

No. 41. COPPER RED (Ruffled Monster).—Smoky center, five to six inches in diameter. After years of crossing I have removed all the bad habits that it had at first and it now is one of the most beautiful flowers in existence. It made a decided hit at the World's Fair at Chicago in 1934 and will be in great demand for some time to come ..... .50      .25

See color reproduction of this flower on center pages of this catalogue

No. 8. RUFFLED MONSTERS (Mixed).—This mixture contains all Ruffled Monsters mentioned above, as well as many other colors, new this year. The average growth of the plant is more dwarf and if you want only a small amount of Petunias in your garden this is what you should order..... .50      .25

No. 9. PEARL OF KENTFIELD.—Flesh Pink Frilled with golden yellow center. Four inch flowers, dwarf growing. This is a specially fine variety for four to five inch pots or window boxes. (The variety Theodosia is the same. Introducer of Theodosia did not know of the existence of Pearl of Kentfield, originated by myself five years before.)..... .25      .10

No. 11. DIENER'S BLUE.—I especially recommend this variety. It is of semi-dwarf growth and immensely free flowering. Flowers average three to three and one-half inches. The color is a deep, silky blue and is one of the most favored varieties .25      .10

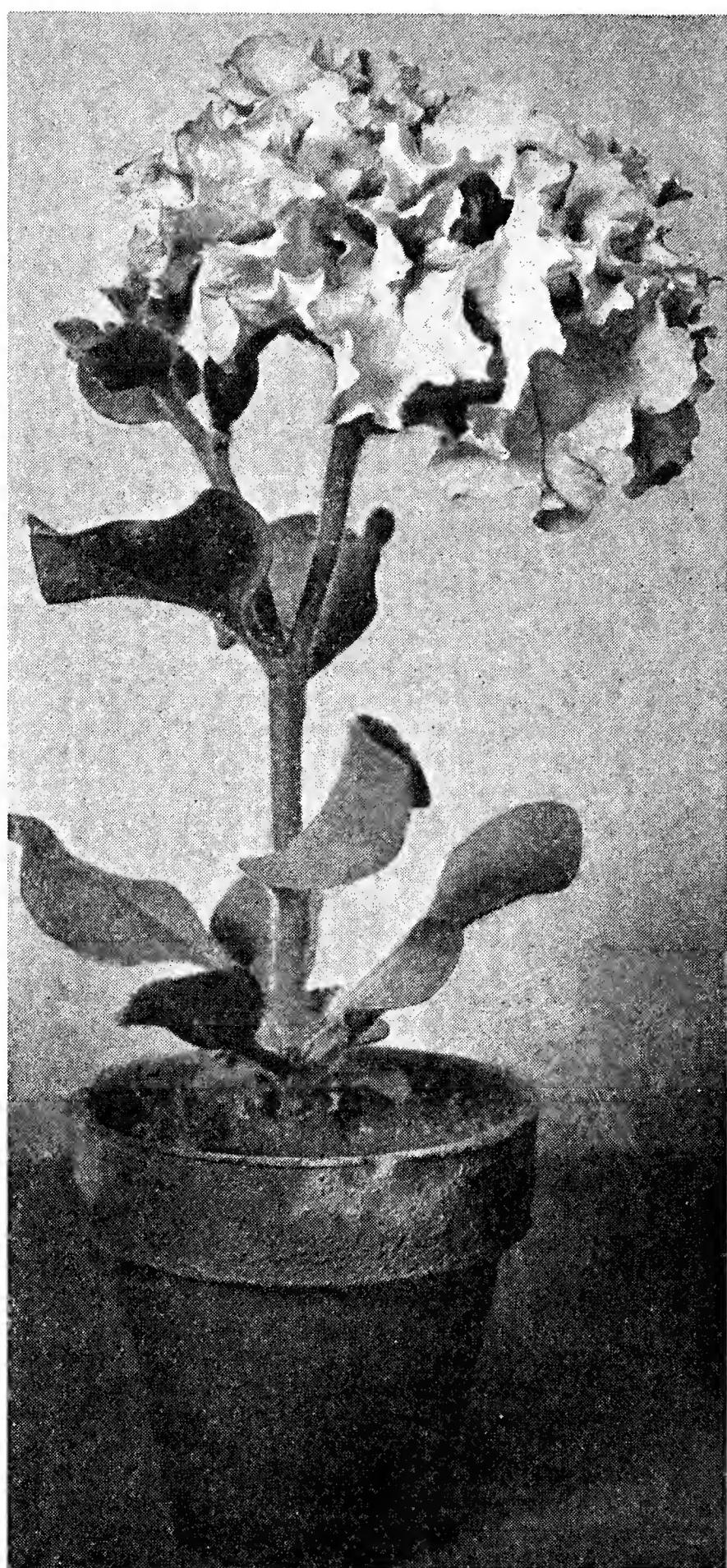
No. 14. DIENER'S PINK GLORY.—Pure flame rose pink, without a trace of purple. Flowers three to four inches in diameter, and slightly ruffled. Plants attain a height of 12 to 14 inches. On the order of Rosy Morn. A very compact grower and is continually covered with flowers ..... .25      .10



DIENER'S DOUBLE PETUNIA  
No. 42. Large Double Frilled

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

	Trade Pkg.	Sample Pkg.
<b>No. 15. PURPLE AND WHITE.</b> —Especially adapted to window boxes or hanging baskets .....	\$.50	\$.25
See color reproduction of this flower on center pages of this catalogue		
<b>No. 16. WHITE BEAUTY.</b> —Single, heavily fringed, about four inches. Snow white, semi-dwarf .....	.25	.10
<b>No. 17. PALE SULPHUR YELLOW.</b> —Flowers single with heavily frilled edges .....	.25	.10
<b>No. 19. GIANT PINK GLORY.</b> —An improvement on Pink Glory. Same coloring as No. 14, but the blooms are twice the size and of more bushy growth. Exceptionally good for pot plants and window boxes. Also for massing in beds. It is one of the most showy varieties in existence .....	.50	.25
See color reproduction of this flower on center pages of this catalogue		
<b>No. 21. STEEL BLUE.</b> —Darker veined center with ruffled edges. About four inches across and comes 90 per cent true. One of the easiest sellers in 2½ to 3-inch pots.....	.25	.10
<b>No. 22. ROSE COLOR.</b> —An improved Rosy Morn. Very showy and striking. Wonderful for massing in beds or borders. Very free blooming. Plants of dwarf growth, reaching a height of six to seven inches. Flowers two inches in diameter.....	.25	.10
<b>No. 23. PALE AMARANTH PINK.</b> —Like Rosy Morn, but lighter in color. Flowers single, averaging two inches across, of dwarf growth. Is used extensively for bedding as it blooms profusely.....	.25	.10
<b>No. 27. SALMON COLOR (Single).</b> —A beautiful, new color. Flowers four inches, frilled. A ranky grower for boxes and baskets .....	.25	.10
<b>No. 46. DEEP VELVETY VIOLET (Single).</b> —Flowers 4 to 5 inches. A 1932 novelty. Exceptionally beautiful.....	.50	.25
See color reproduction of this flower on center pages of this catalogue		
<b>No. 47. JUMBO MIXTURE OF RUFFLED MONSTER PETUNIAS.</b> —A selection of only the very largest and most outstanding colors of these giant Petunias .....	1.00	
(6 packages) .....	5.00	
<b>No. 51. STEEL BLUE &amp; WHITE VARIEGATED.</b> —Edges of petals heavily ruffled. Four inches in size.....	.25	.10
<b>No. 52. LAVENDER WITH WHITE CENTER.</b> —Four inches in size.....	.25	.10



No. 42. IN 3-INCH POTS

Lima, Ohio, January 8, 1934.

Mr. Richard Diener, Oxnard, Calif.

Gentlemen: Want to thank you for the past service and results received from your seeds which was excellent. Our Petunias were the admiration of Lima.

Sincerely, A. MUELLER & SON.

\* \* \*

Buffalo, New York, January 17, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Would like to comment and give praise to the wonderful Petunias grown from your seeds. The double frilled were liked most by our friends. Had one that looked more like a Carnation. After my first seeds from you I bought seeds from different parts of the country, Germany and France, but none in comparison to yours. The double Shasta Daisies all bloomed last year and were beyond expectation. The Amaryllis seeds all germinated, 23 in all.

Yours truly, FRANK X. HUPF.

## DOUBLE PETUNIAS

**Note:** All of our double Petunia seeds are raised from double Petunias and so give the highest percentage of double seedlings. The slowest and poorest seedlings will turn out the best doubles.

Trade Sample  
Pkg. Pkg.

No. 24. <b>SALMON DOUBLE.</b> —A new color in Petunias which has made a hit with every visitor at our gardens. I have been working on this color for several years to bring it to perfection. Four inches in diameter .....	\$1.00	\$.50
<i>See color reproduction of this flower on center pages of this catalogue</i>		
No. 25. <b>COPPER RED DOUBLE.</b> —A fine new color which attracts immediate attention. About four inches in diameter .....	1.00	.50
<i>See color reproduction of this flower on center pages of this catalogue</i>		
No. 26. <b>GREEN EDGED DOUBLE.</b> —This type comes in all colors but all have a seam around the petals which is grass green. I have been working on this variety for the last eight years to bring it to perfection, as it was at first somewhat weak. The Green Edged variety was a sensation at the World's Fair at Chicago in 1934. It will attract attention everywhere.....	1.00	.50
<i>See color reproduction of this flower on center pages of this catalogue</i>		
No. 28. <b>DOUBLE LAVENDER BLUE.</b> —Broad petals. Flowers four to five inches in size. Very free blooming	1.00	.50
No. 29. <b>PURPLE DOUBLE.</b> —Medium size .....	1.00	.50
No. 38. <b>DOUBLE RUFFLED MONSTERS MIXED.</b> —This is a mixture of the same colors as the single Ruffled Monsters but double. These have now reached perfection. After years of crossing and testing the size is enormous, reaching over nine inches in some instances. The percentage of doubles is very high. No matter what other varieties of double petunias there are on the market, including the 100% double from foreign countries, you will find by comparison that ours excel in growth, color and size, so buy American seeds and keep the money in this country .....	1.00	.50
1000 seeds .....	1.50	
<i>See color reproduction of this flower on front cover of this catalogue</i>		
No. 40. <b>MADONNA.</b> —Double frilled, snow white. About four inches in diameter. Semi-dwarf growth.....	1.00	.50



No. 38. IN 3-INCH POTS

Melrose Park, Ill., Jan. 15, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I ordered my Petunias from you last year for the first time and had wonderful results, especially the double ones. I am re-ordering the same ones this year and a few others. The seeds came up almost 100 per cent. In some cases of sample packets I counted the seeds and every seed, practically, germinated. Sincerely,

MRS. B. RYBA.

\* \* \*

Manchester, Tennessee, Jan. 5, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: We find your Petunia seeds to be the best we have ever had, the blossoms the finest we have grown.

Yours truly, MRS. I. B. SMOOT.



PART OF OUR DOUBLE PETUNIA SEED FIELD

**No. 42. LARGE DOUBLE FRILLED MIXED.**—After years of crossing and selection I have produced this double strain, which stands highest today commercially. The color plate in this catalogue will give you an idea of its average. In 2½ and 3-inch pots they commence flowering when only three to four inches high. These pictures of plants in pots in our catalogue are actually growing. If the soil is not rich enough, many of the flowers may appear almost single when raised in small pots, but when you see the same plants after being transplanted into the open, the flowers will be large and double. The amount of doubles is 75 per cent and the single types therefrom are all heavy frilled and eagerly sought by the public..... \$1.00  
1000 seeds ..... 1.50  
*See color reproduction of this flower on center pages of this catalogue*

**No. 43. DOUBLE ROSE PINK FRILLED.**—A beautiful Petunia and a color which takes everyone's attention at once. Of the fluffy ruffled type with flowers four to five inches across.... 1.00

Trade Pkg. Sample Pkg.

Trade Pkg. Sample Pkg.

<b>No. 44. DOUBLE FRILLED ROSE PINK AND WHITE VARIEGATED.</b> —Of the fluffy ruffled type. Flowers four to five inches across. Of dwarf, compact growth and flowers sell at sight. It is the grandest combination of colors yet produced in Petunias .....	\$1.00	\$ .50
<i>See color reproduction of this flower on center pages of this catalogue</i>		
<b>No. 48. LA FRANCE PINK.</b> —Double Carnation flowered type. Strongly veined rose pink. Heavily frilled petals. Medium size. A beautiful petunia .....	1.00	.50
<b>No. 49. DOUBLE ROSE PURPLE (or Mauve Pink) and WHITE VARIEGATED.</b> —Around four inches in size. A popular color.....	1.00	.50
<b>No. 50. DOUBLE DARK CRIMSON.</b> —Heavily fringed fluffy ruffles. About four inches in size. One of the darkest red double petunias	1.00	.50
<b>No. 53. DOUBLE LAVENDER.</b> —Deeper lavender veined in center of petals. Edges of petals heavily ruffled. About four inches in size. A beautiful variety .....	1.00	.50

## PRICES FOR PETUNIA SEEDS IN QUANTITY

**Note:** Each of the following numbers, separately (not all the numbers mixed), are sold in quantity as listed below:

Of the following numbers (not mixed together)  
1, 2, 3, 5, 6, 7, 8, 10, 15, 19, 20, 41, 46:

1/64 oz. **2.50** 1/32 oz. **4.00** 1/16 oz. **8.00** 1/8 oz. **15.00**

Of numbers (not mixed together) 11, 14, 17, 21,  
22, 23:

1/32 oz. **3.00** 1/16 oz. **6.00** 1/8 oz. **12.00**

Of numbers (not mixed together) 38, 42, 44:

1/64 oz. **5.00** 1/32 oz. **10.00** 1/16 oz. **20.00**

**Note:** The varieties that are not listed above will not be sold in quantity this year.

(Larger amounts on request.)

Detroit, Michigan, Dec. 11, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: My sister, Mrs. C. Ruebeck, used your Petunia seeds last year and I never saw such gorgeous blooms. I would like to try some this year.

Yours respectfully,

PAUL S. COX.

\* \* \*

Oxford, Ohio, Dec. 18, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I must tell you about the "Dreams of Beauty" Delphiniums and the Double Shasta Daisies from your seeds. We succeeded in getting a fine lot of seedlings and now have some fine clumps in the cold frames and are anticipating a surprise for next season. Have been growing your Petunias for years and they are the delight of our gardens to all who see them. Am ordering the above seeds direct from you as I know from experience that you have sent me good seeds.

Respectfully,

H. A. DeMAND.

## OUR WAY OF SOWING PETUNIA SEEDS

As the proper way in sowing Petunia seeds is the most essential part of their success, I am showing some photographs of how we handle them to get 100% germination. The pictures were taken eight days after sowing and the glass panes standing back of the boxes have just been removed. By sowing the seeds in rows as you see here we save transplanting as they are enabled to become large enough here to plant them at once in 3-inch pots and we are also able to stir the soil up between the rows. Boxes are 4 inches high, 24 inches long, and 16 inches wide. We cover the seeds with charcoal dust only.



Ontario, Canada,  
January 2, 1934.

Mr. Richard Diener,  
Oxnard, Calif.

Dear Sir: I had wonderful results from the Petunia seeds that I purchased from you last year. I won first for the double Petunias and a member of our society won first with the single Petunias that I gave them. I planted the seeds your way and had wonderful results. It is the only way to grow them.

Yours truly,  
ROBERT G. GRUBB.

PETUNIA SEEDLINGS EIGHT DAYS AFTER SOWING

## SOWING OF PETUNIA SEEDS

Prepare a seed bed by taking leaf mould soil which has been mixed with some clean, white sand (use positively no fertilizer in this soil when sowing). Sift this through a fine sieve into seed pans and flats within two inches from the top. Fill the remaining two inches at the top of the receptacle with boiling water and let the water seep through the soil and let the soil then stand for a day. This will have killed all weed seeds, worms and fungi contained in the soil. Smooth over the surface of the soil, but do not pack, as Petunia seeds will not grow in soil which has been packed. After the surface is smooth, sprinkle with fresh, cold water so that the soil will settle evenly. Sow the seeds over the top. If you are in a dry atmosphere, sprinkle a very little of this sterilized soil over the seeds. In damp climates no soil covering is needed, but a sprinkling of charcoal dust is good. Place a clean pane of glass over the flats or seed pans. If the sun strikes the glass, place over it a single sheet of newspaper. Always keep the seed bed moist, but not wet. Do not sow the seeds too closely, as they are to attain three or four leaves before transplanting. The glass should be removed as soon as the seeds have sprouted. The young plants should be transplanted as soon as possible into flats, spacing them one inch apart.

Petunia seeds should be sown out four months before they are marketable.

Petunia seeds sowed out in this sterilized soil will germinate 100% and the young plants will grow faster and be more vigorous. Also, you will not be bothered with weeds and fungi. These seeds are cleaned by a process where only the fertile kernels are selected. Ants will carry off the seeds if they have any access to same. Snails will eat the young seedlings—a great many in one night. For this reason seed boxes should be placed so that snails and ants are unable to reach them. Most of the loss of the seeds occurs in this way. We would suggest in this case that the seed box be placed on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water. The ants or snails are unable to cross the oil or water, and so cannot reach the seeds.

If you have successfully raised Petunias from seeds before, use your own method. The above is given to those who are unacquainted with the handling of Petunia seeds.

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Dundee, Scotland, November 5, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Mr. Diener: I am glad to say that the petunias received last year did exceptionally well. I had a visit from Tom Holmes in August when my trials were about their best and the size and colors in many of the doubles were real eye openers to both of us, whilst the coloring and veining in the large singles were really beautiful, and not a few people remarked that they rivalled Gloxonias.

Yours truly,

(D. & W. CROLL, LTD.) ALEX. R. LEMON.

### HANDLING OF YOUNG PETUNIA PLANTS WHEN GROWING IN 3-INCH POTS FOR THE MARKET

In order to have large flowers and brilliant colors in three-inch pots, a good soil is absolutely essential for the young plants.

**Following Are Directions for Preparing the Best Soil:** It is best to use an even mixture of leaf mould and old, rotten manure (four or five years old or from the hot bed). However, if no old manure is available, leaf mould will do. To a cubic yard of soil add a four-inch pot of fresh Portland cement, a five-inch pot of bone meal, a five-inch pot of dried blood and a regular water pail full of white sand. After mixing all of these ingredients, in a dry condition, run them through a fine screen. It is best to let this soil lie in the open in the shade of a tree or at the north end of a building to ferment for at least three months before using, but which is not absolutely necessary.

Do not add anything else, as this is the best mixture for proper results. Do not use powdered sheep manure, chicken manure or fish meal, for these ingredients act as poison to Petunias. When transplanting, the young plants should be planted so that just the root part reaches into the soil. If poor soil is used, plants will be spindly, flowers small and colors bleached out. This has been the cause of many complaints in regard to the Petunias not being large. You cannot raise good plants in poor soil in three-inch pots. Many mistakes are made in that the seedlings are set too deep. It is very essential to be careful in transplanting so that only the roots are under the ground, as when planted too deep they take much longer to start growth and many will damp off.

My Petunias should not be pinched back when young, as they are naturally stocky and of dwarf growth, which I have accomplished by years of careful selection in that direction.

I receive thousands of questions from my customers every season in regard to growing and cultivating Petunias best, and as my time is continually taken up in my work, I have tried to cover the most important of them in this article. However, there is an excellent book on the market in which nearly all the questions which are asked me are clearly explained. The name of this book is Fritz Bahr's Commercial Floriculture, which you can obtain by sending to me. (See the book page at the end of catalogue.)

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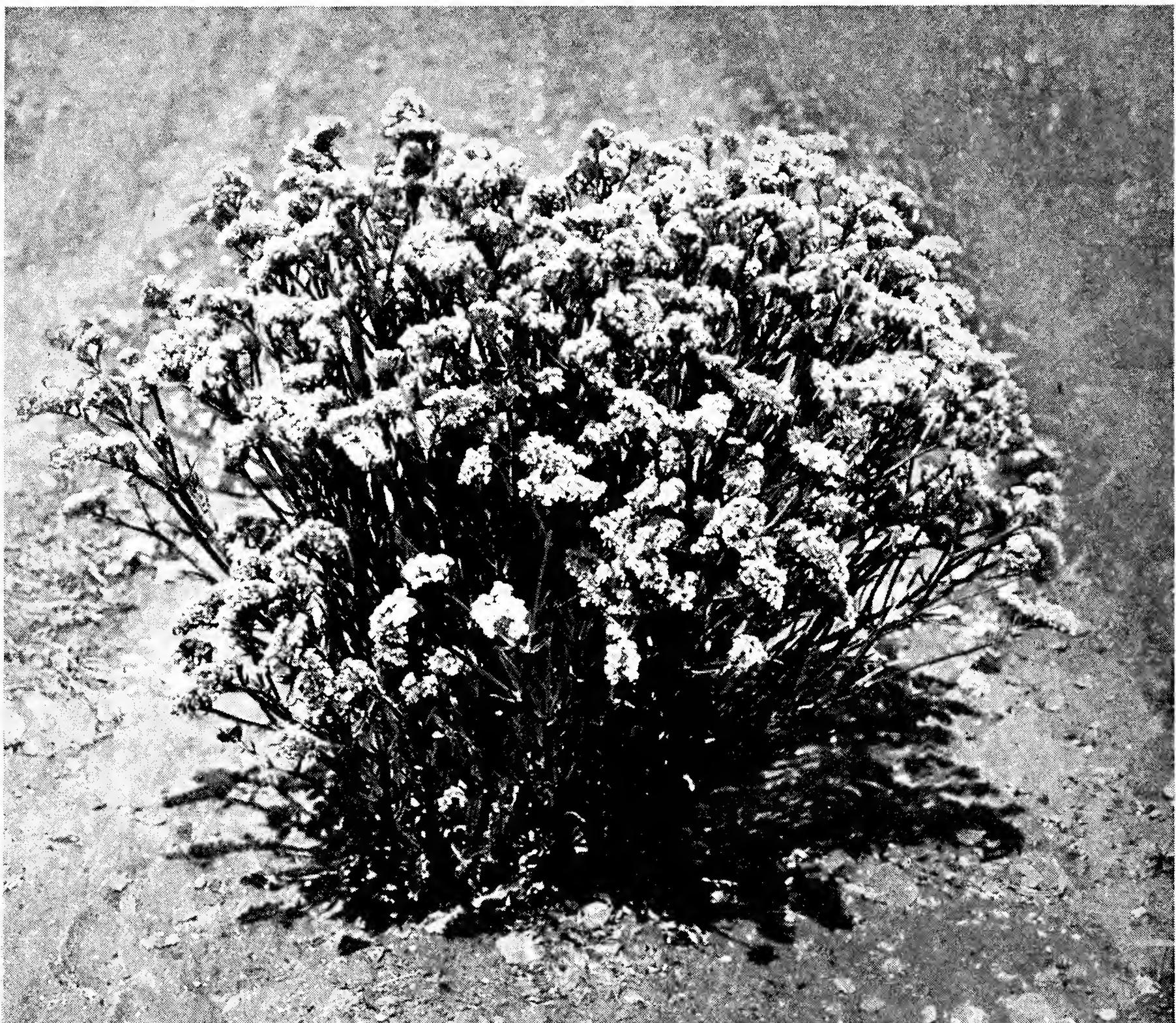
Ogden, Utah, November 25, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: After looking over your 1934 seed catalog, which most beautifully displays in colors some of the many varieties of your fine Petunias, have chosen a few numbers, including mostly Ruffled Monsters and Double Frilled Monsters which are always marketable to our many customers. We feel pleased to tell you that Petunias which we sent which were grown from your Petunia seeds of 1933, including Nos. 42, 8, 41 and 7, took first prize at the 1933 Sweet Water County Fair at Green River, Wyo., this fall.

Yours very truly,

JAMES A. FORD.



STATICE SINUATA (DEEP BLUE)

## STATICE SINUATA (Everlasting)

This is one of the best cut flowers for florists as well as the private gardens. Is easily and quickly raised and flowers continually. The more you cut of the flowers, the more it will flower.

By years of selection and crossing I have produced some beautiful clean colors in all shades of the rainbow and having large flowers on stems measuring from two to three feet.

Statice is to be cut when the flower is just at its best. Put up in bunches containing from one to two dozen stems to each bunch and hang them up in a dark room where they will keep for months. These are used during the winter months when flowers are scarce.

Statice is a perennial in localities where only light frost occurs but will not stand heavy freezing.

**Directions for Sowing:** Sow the seeds in cold frames or boxes. Smooth the surface of the soil and sprinkle the seeds over it just as they go. Do not separate the seeds. Then press them into the soil with a smooth board. Cover them very lightly and

keep them moist. If the atmosphere is very dry it is best to cover seeds up with burlap and moisten the burlap three or four times each day. The seeds will be up in eight to ten days. Leave them in the full light as soon as the plants appear. Transplant two feet apart as soon as the seedlings have four or five leaves.

White .....	Pkg. 25c	1/4 lb. \$1.00	1 lb. \$4.00
Deep Blue .....	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Blue .....	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Yellow .....	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Pink .....	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Mixed .....	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00

(Larger amounts on request.)

**Pastel Shades Mixed:** This is a mixture of all the most modern shades of Statice of Chamois, reddish pink, flesh pink and all the intermediate colors for cut flowers and flower work. Nothing finer imaginable. All colors are clean and distinct. Years of crossing and selection have produced this wonderful strain. Try a package.

Package 25c    1/4 lb. \$1.00    1 lb. \$4.00

## DAHLIA SEEDS

For years I have raised the finest dahlia seeds that can be produced and many of the new varieties that are on the market now came from our seeds. I have given up the dahlia bulb sales as the demand has been so low. In the future we will list only the seeds of the fancy varieties.

Every seedling raised from these seeds is new and different as they never come the same as the parent plant, and if you have anything outstanding you may make a named variety out of it. However, in such a case one should raise the seedling three years and it must be faultless in every way. Everyone has some space where fifty to a hundred dahlia plants may be grown, and if you want some real fun watch a bunch of high-class dahlia seedlings coming into flower. One must have only the best seeds as there is a great quantity of trash on the market which brings mostly singles. Dahlia seedlings will flower a month earlier than from bulbs. Plant the seedlings at least three feet apart in both directions. In locations where heavy storms prevail place a three-foot stake at each seedling at time of planting.

We do not raise any cut flowers in dahlias; everything is grown for seeds only.

Seeds of the Chrysanthemum type are much thinner than the others and do not come as fast as the other types, so give them time, just keep the seed pans in a warm location as every seed of all varieties are hand selected. Every kernel will grow if handled right.

**Directions for Sowing Dahlia Seeds**—Sandy leaf mould or any good garden soil should be used. Use a box or pan to sow the seeds into. Fill the receptacle 3 inches with soil. Smooth the surface over with a smooth board, then sprinkle seed over the soil and press into the ground. The seeds should be very lightly covered with the soil, in fact, it should be shaken over the seeds with a fine sieve. Put the seeds in a warm, moist place and see that the soil is not permitted to become dry.

Glass may be put over the flats to preserve the moisture. In this case, if the sun shines on them, they should be protected by a single sheet of paper over the glass. Otherwise, too great a heat will develop between glass and soil. Remove the paper at night and in dark weather.

**It will be three months before all the seeds are up, which is natural with Dahlias.** Some seeds come up in four days, while others take months. When they are up, take them out of the seed box inside of three days. To do this without interfering with the other seeds, use a sharp-pointed stick and drive it down into the soil next to each seedling and lift same up. Put each plant in a 3-inch pot; they can be kept back for two or three months or until ready to go into the open. Plant in the full sun and stake early.

Every seed is hand picked and will grow if handled correctly.

### CHRYSANthemum DAHLIA SEED (Mixed, Double).

—The Chrysanthemum Dahlia is one of the greatest achievements in Dahlias. The flowers are very large, curled and twisted, like Chrysanthemums, on stiff, wiry stems, and the colors are the finest brought out yet. It is the best keeper for cut flowers. It took me many years to perfect this type. Seeds from the finest selected, separately grown.

25 seeds 75c 50 seeds \$1.50 100 seeds \$3.00  
1000 seeds \$15.00



SOME OF OUR GIANT HYBRID DAHLIA FLOWERS

Chicago, Illinois, January 31, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: About 3 years ago I ordered from you for my father in Czecho-Slovakia a collection of Dahlia seeds and the result was more than gratifying. He is a member of the Pomological Society in Prag and therefore knows quality in flowers. But the results obtained with your seeds were for him as for the rest of the members of the mentioned society something new and thrilling.

Faithfully yours,  
GUS C. RZIHOWSKY.

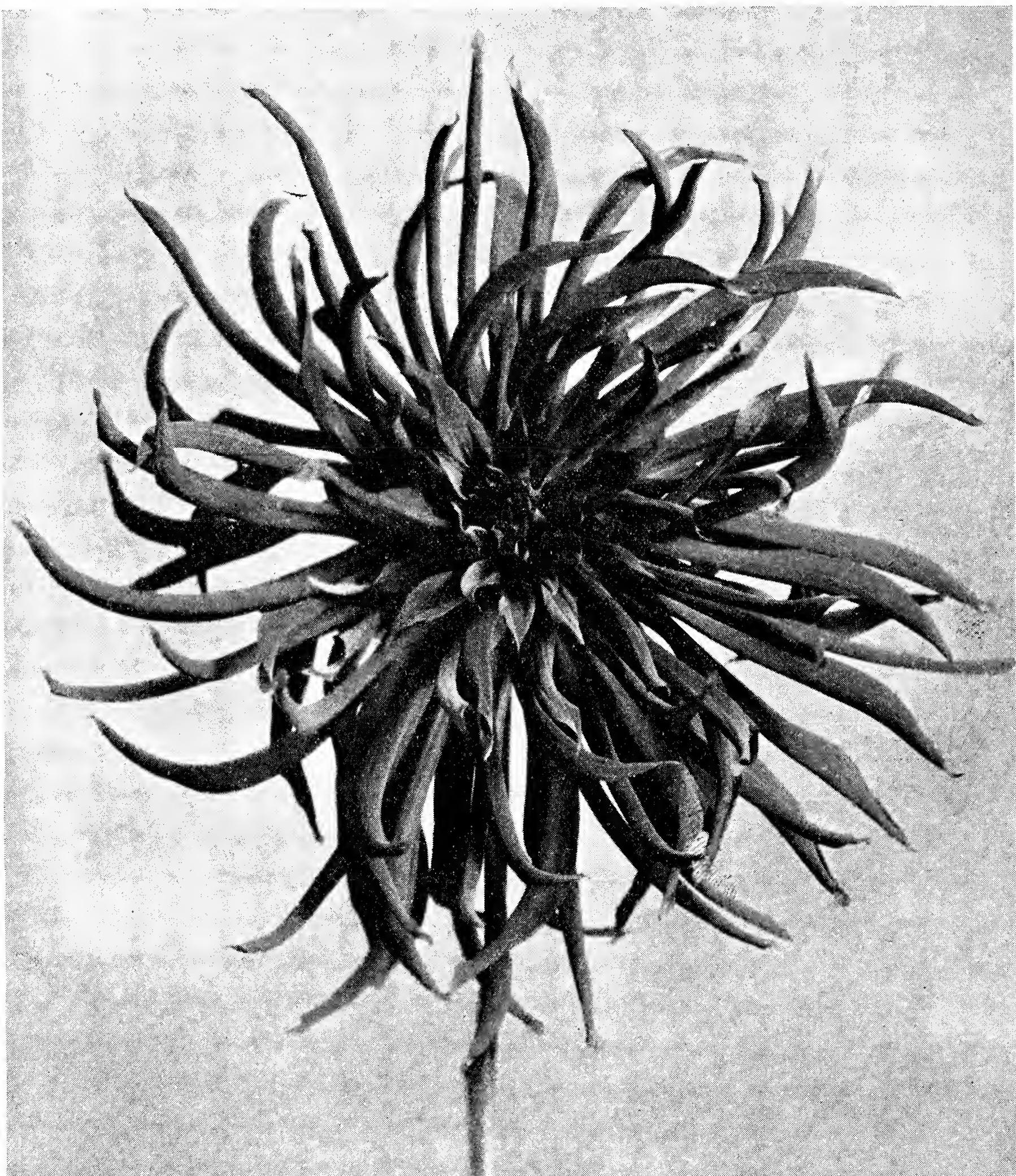
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Palermo, California, February 23, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Was very pleased with the Dahlia seeds I purchased from you last year and have five of the finest Dahlias I ever have laid eyes upon.

Yours truly,  
DON C. PARKER.



CACTUS DAHLIA TYPE

Savannah, Georgia, January 12, 1934.

Mr. Richard Diener, Oxnard, Calif.

Gentlemen: Would like to make a report on Dahlia seeds purchased from you last year, what I call a real record in a small way. Planted 19 seeds, got 18 plants, 17 flowered and the 17 were all double. One white, stalk 7 feet, flower 10 x 5 and as near a perfect white as I have seen.

Yours very truly, L. H. DeLOACH.

\* \* \*

Camp Hill, Pennsylvania, April 16, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I write you these few lines to tell you of the wonderful way your seeds have germinated. Of the Dahlias I received 28 seeds in the packet, 25 are up and trans-

planted. There were 144 seeds in the package of Double Shasta Daisy, I counted them before planting and treated with Semesan and each one planted separate. Every seed came up. I believe both the single and double Petunias all came. It is a pleasure to buy and plant seeds like these.

Yours truly, G. E. BROWN.

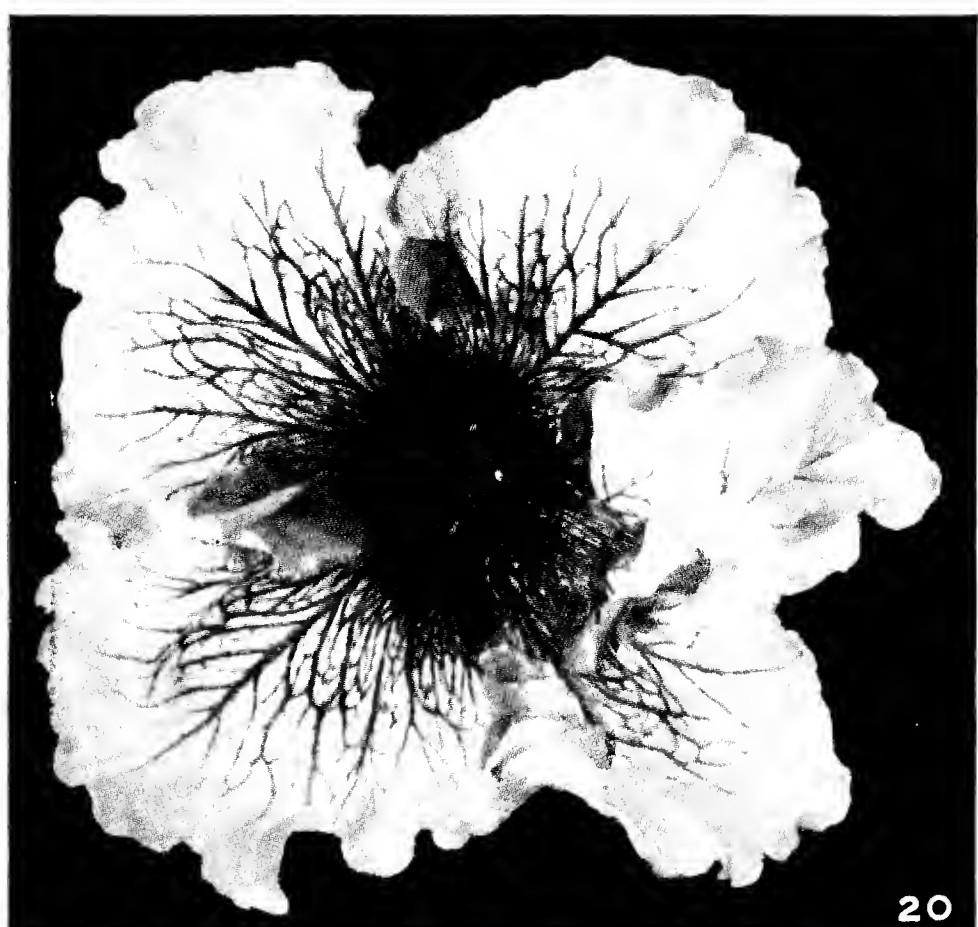
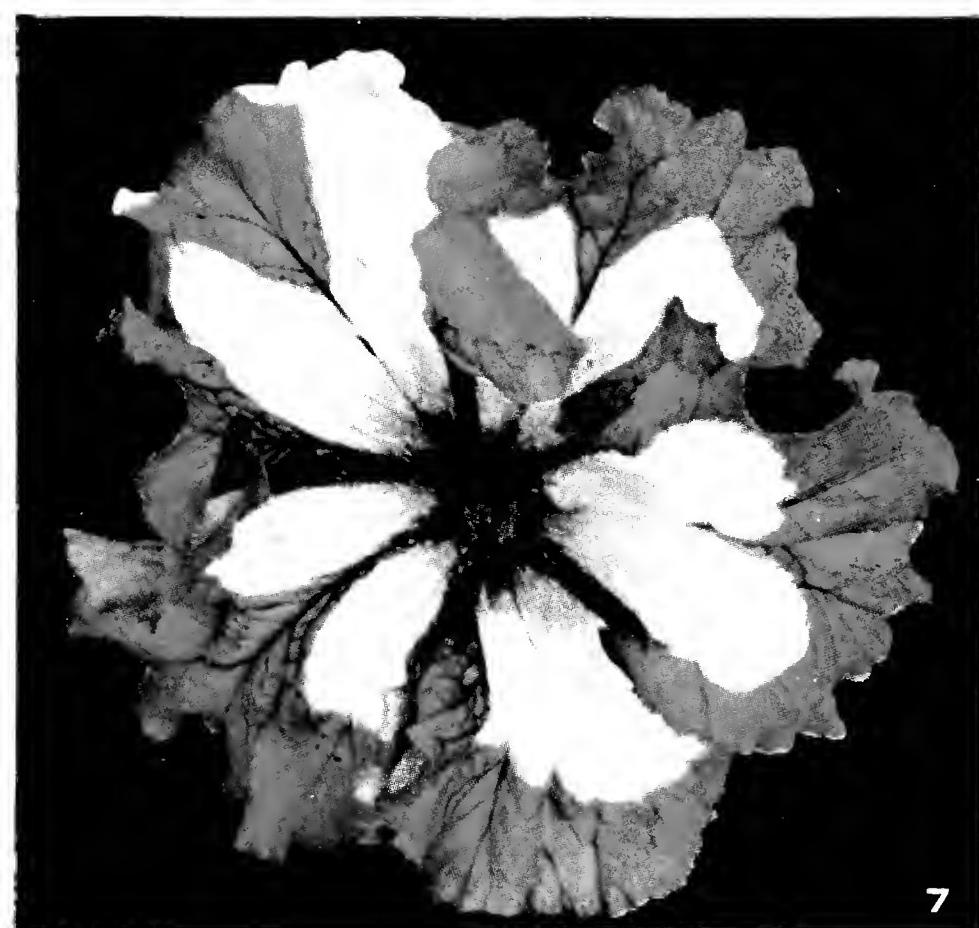
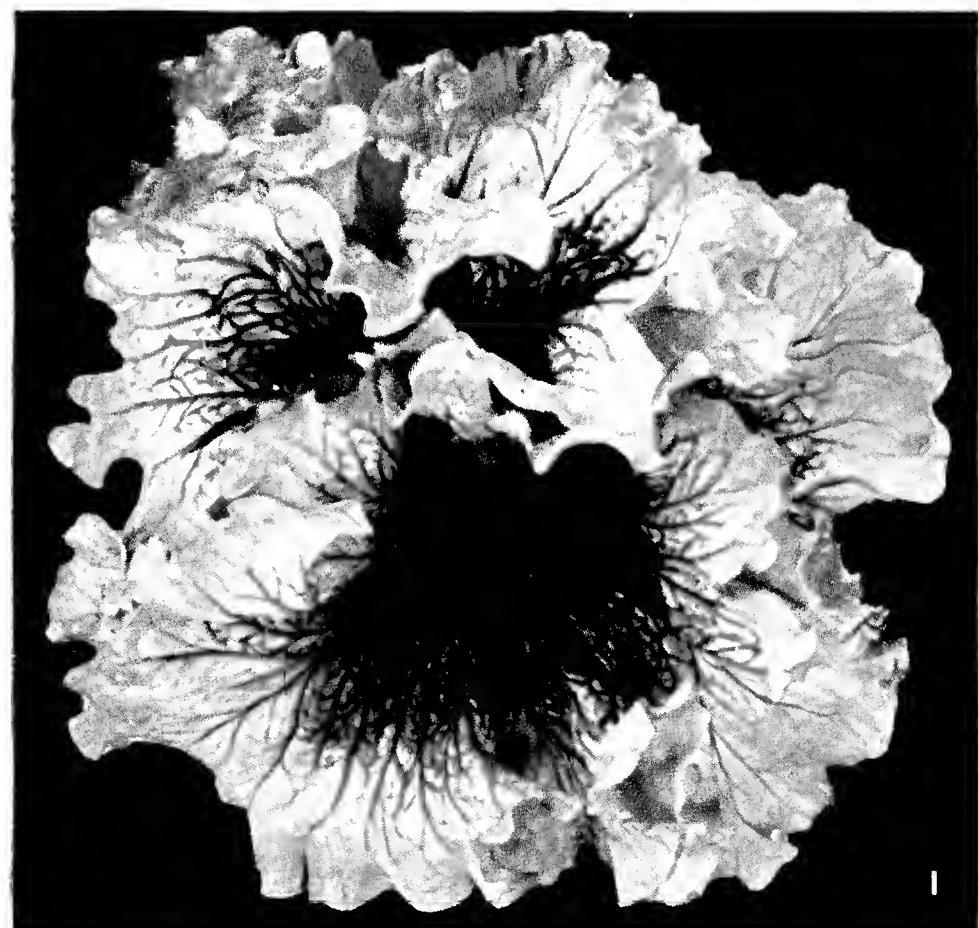
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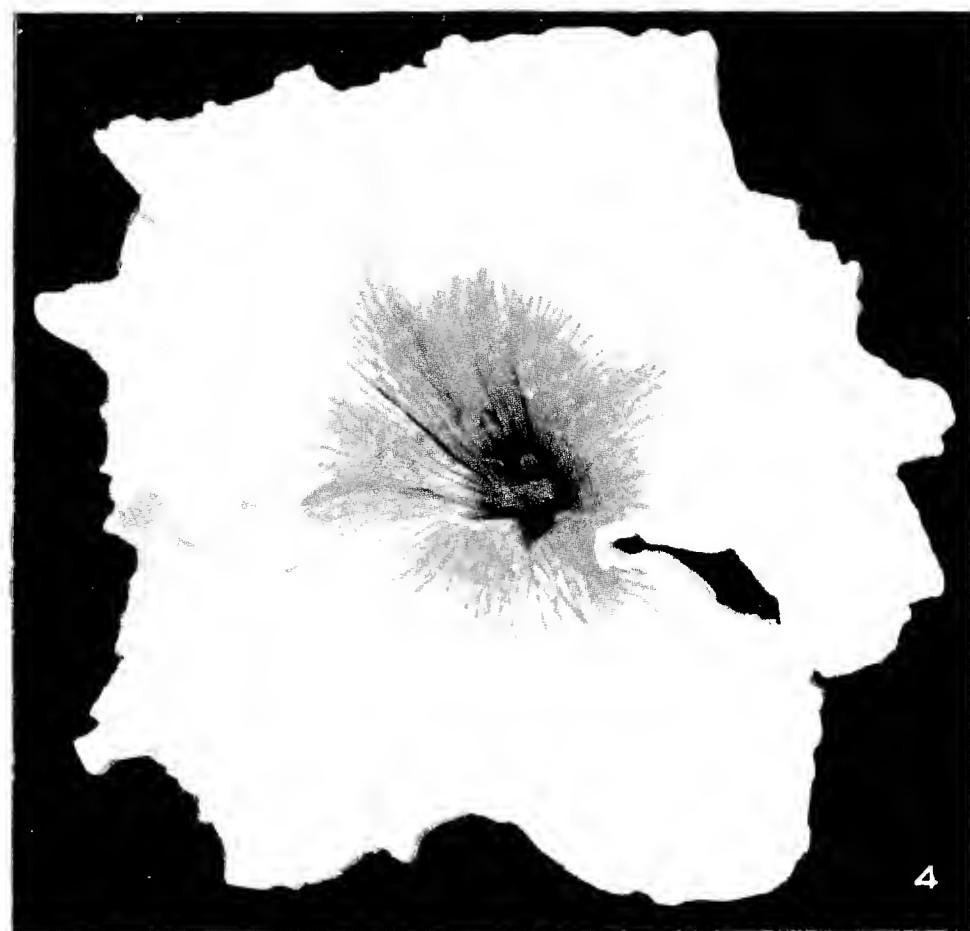
Columbus, Ohio, January 25, 1934.

Mr. Richard Diener, Oxnard, Calif.

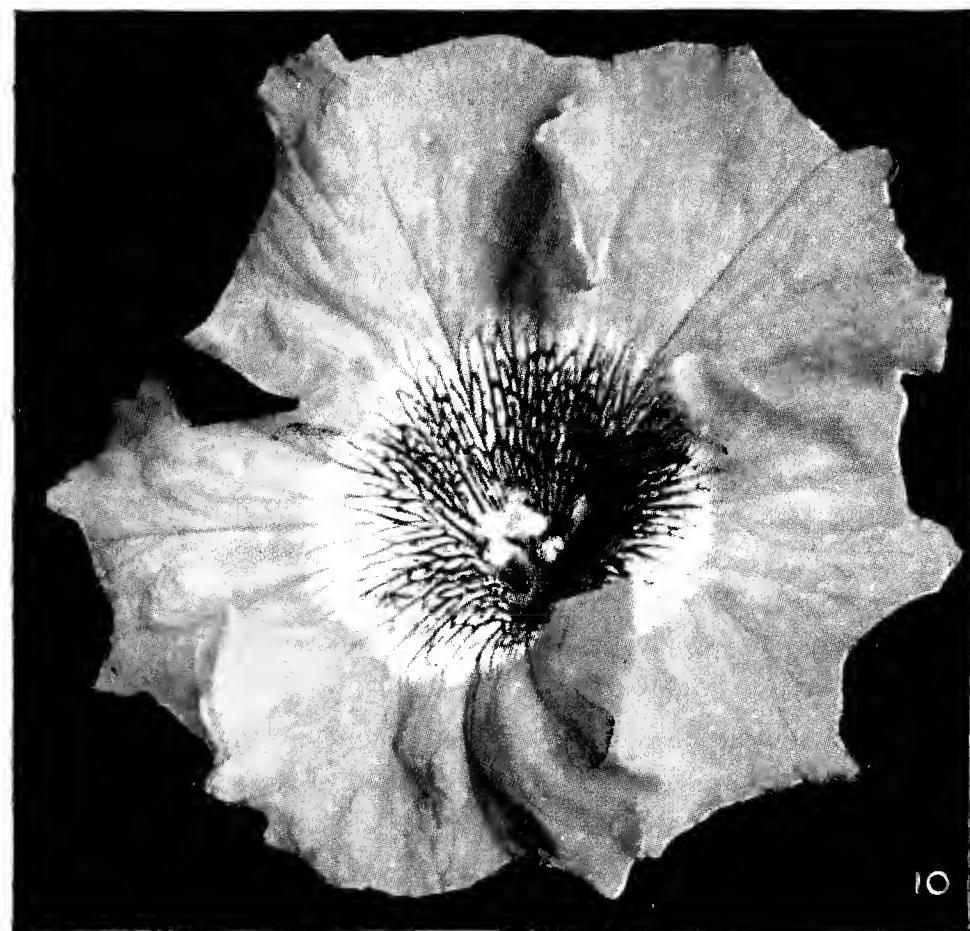
Dear Sir: I bought Dahlia seeds from you last year and they were beautiful. My neighbors hardly believed me when I told them they came from seeds as they had never seen such beautiful Dahlias from seeds before.

Very sincerely, MRS. J. H. FERGUSON.

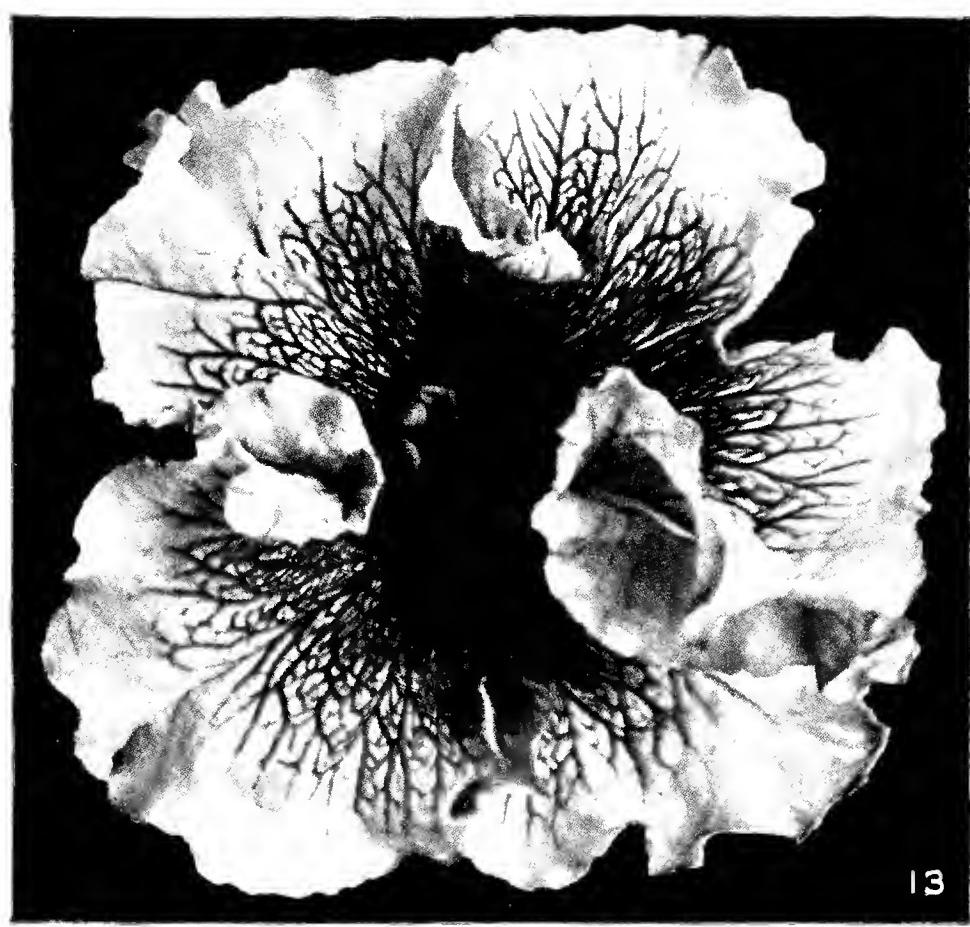




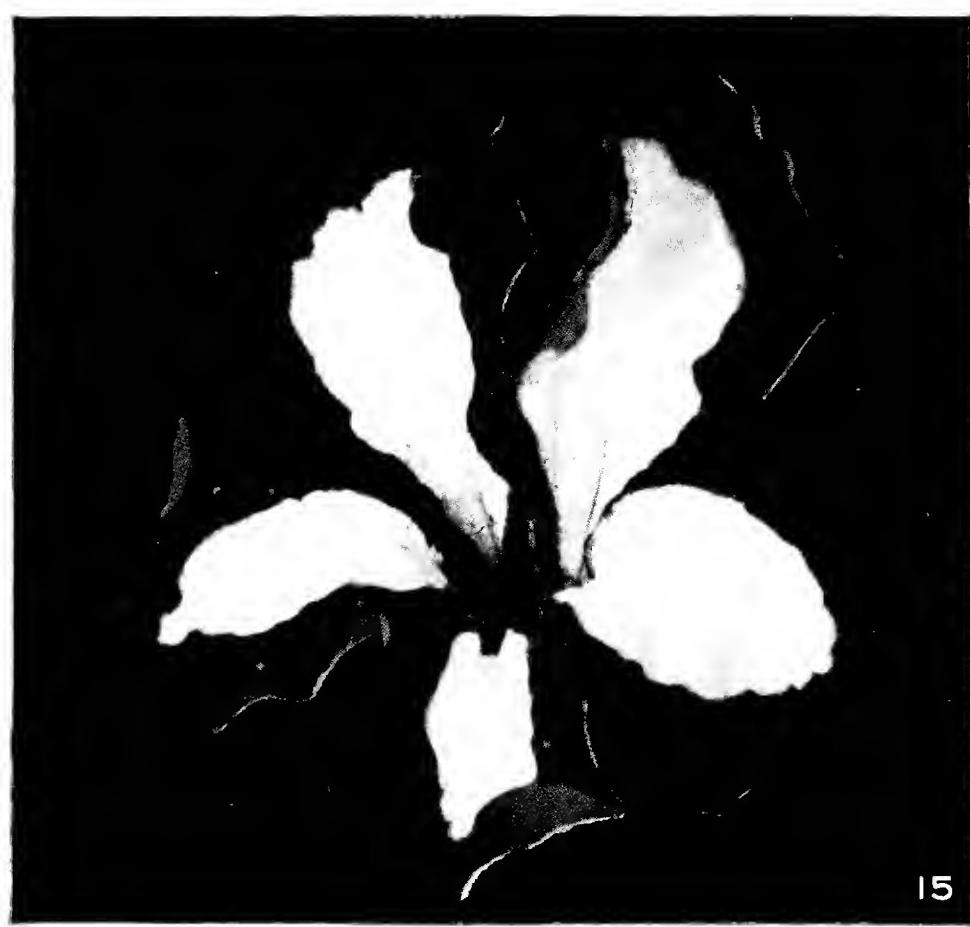
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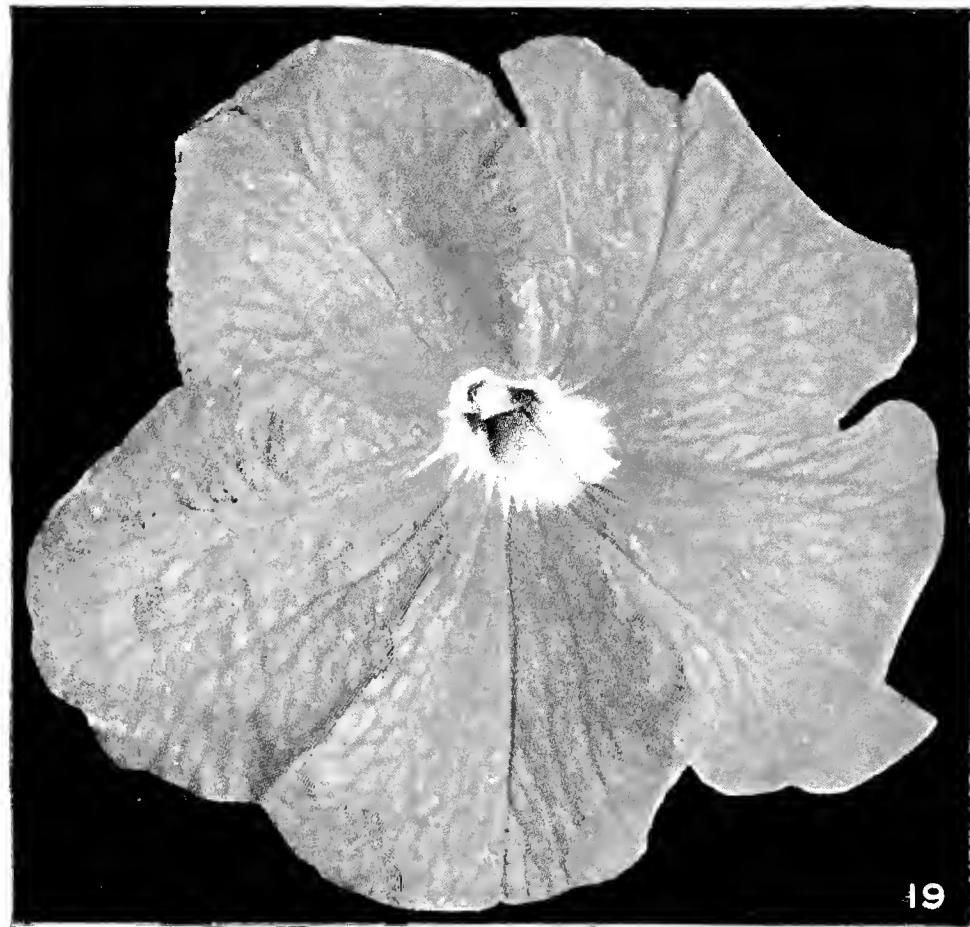
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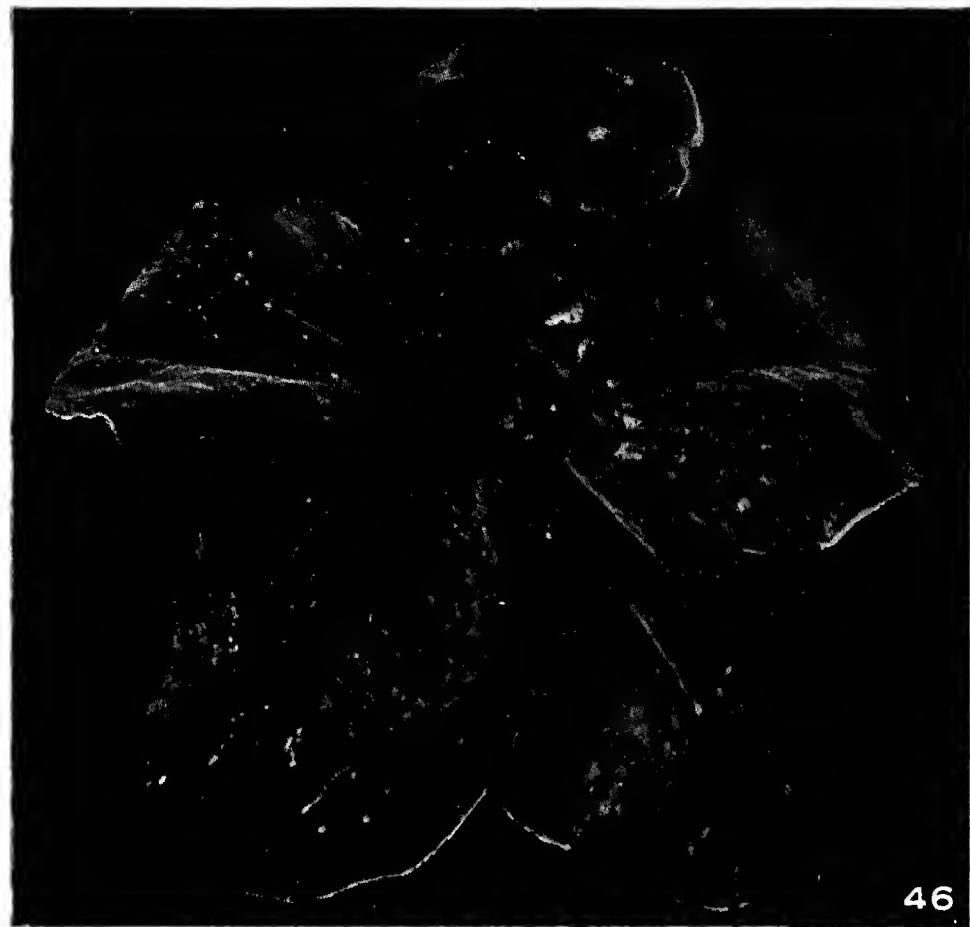
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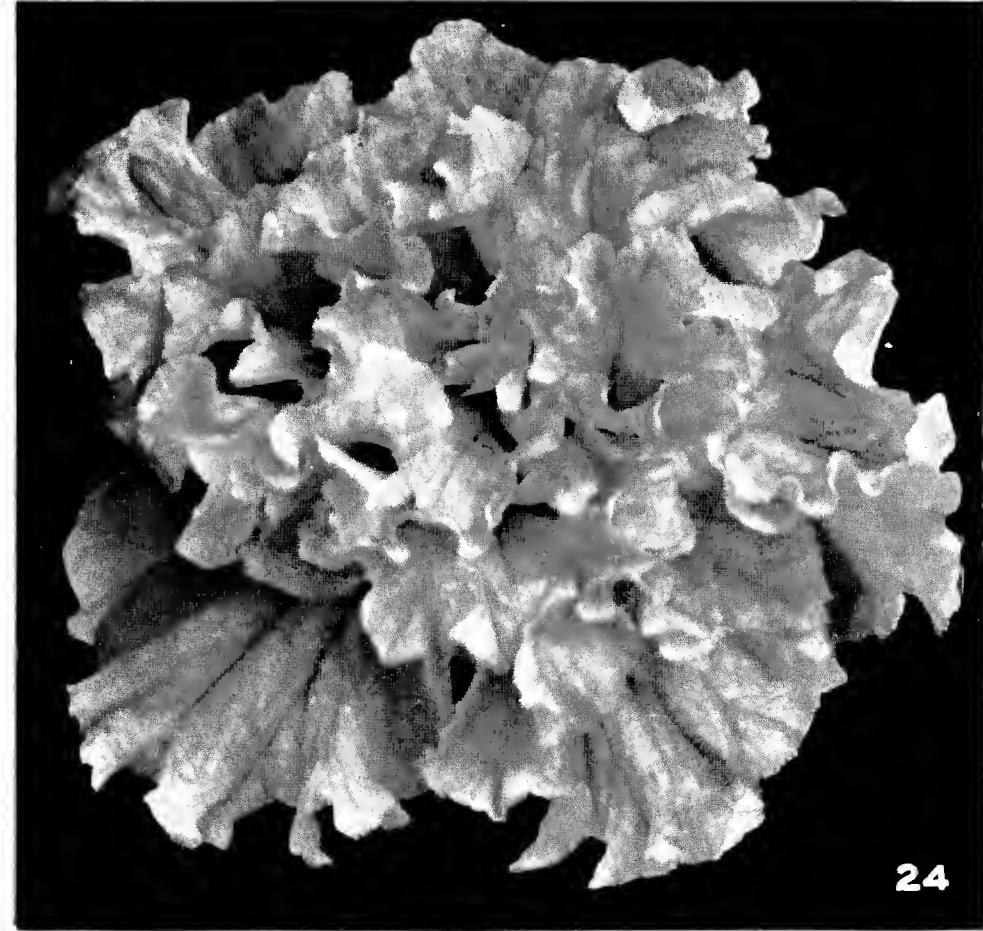
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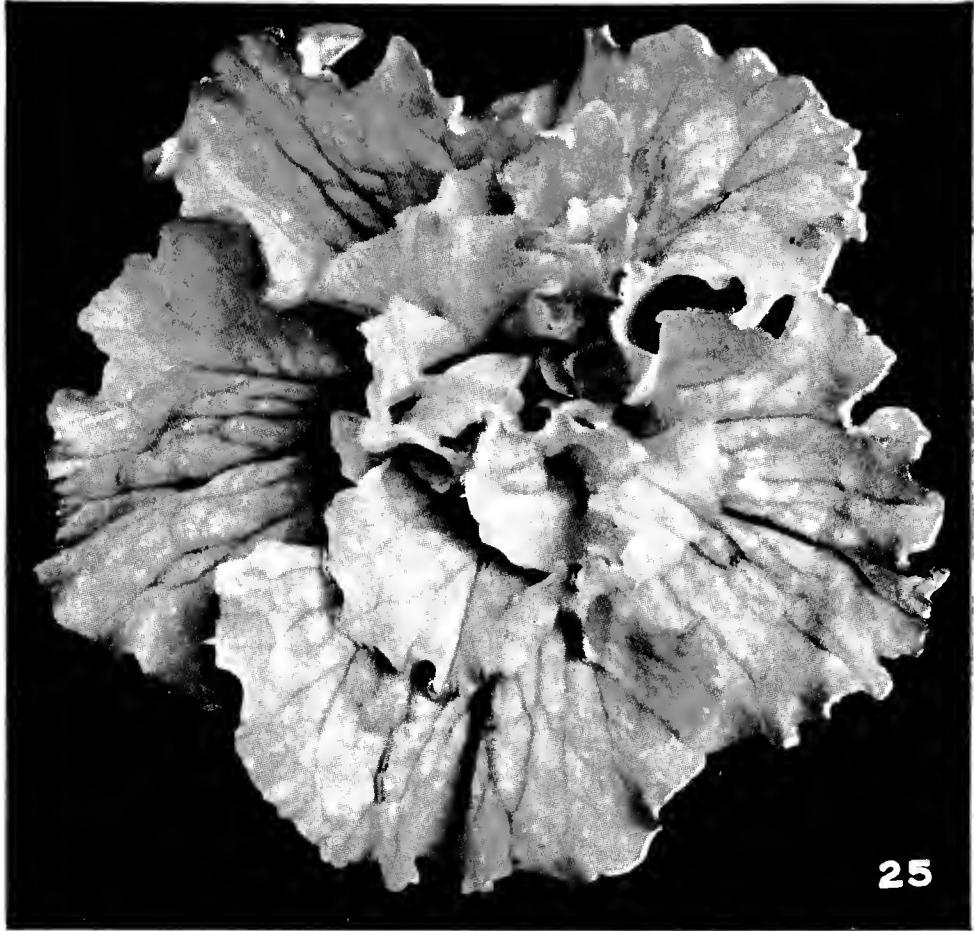
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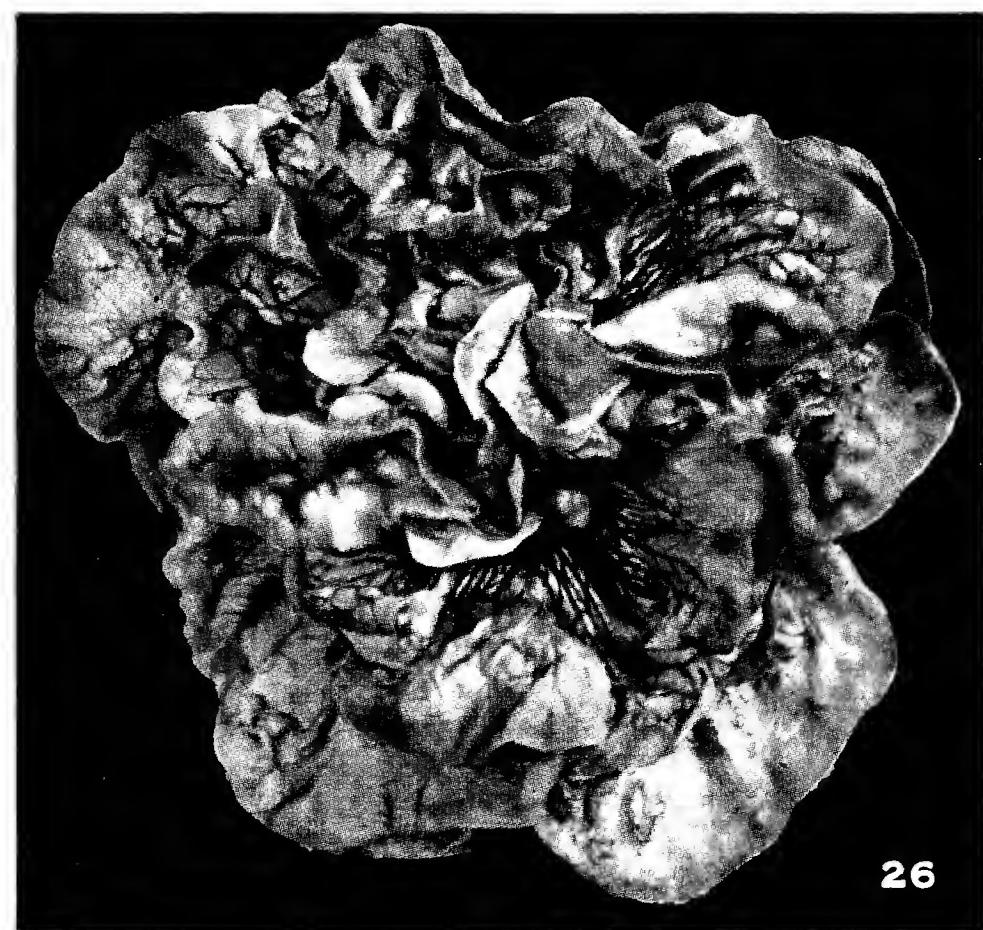
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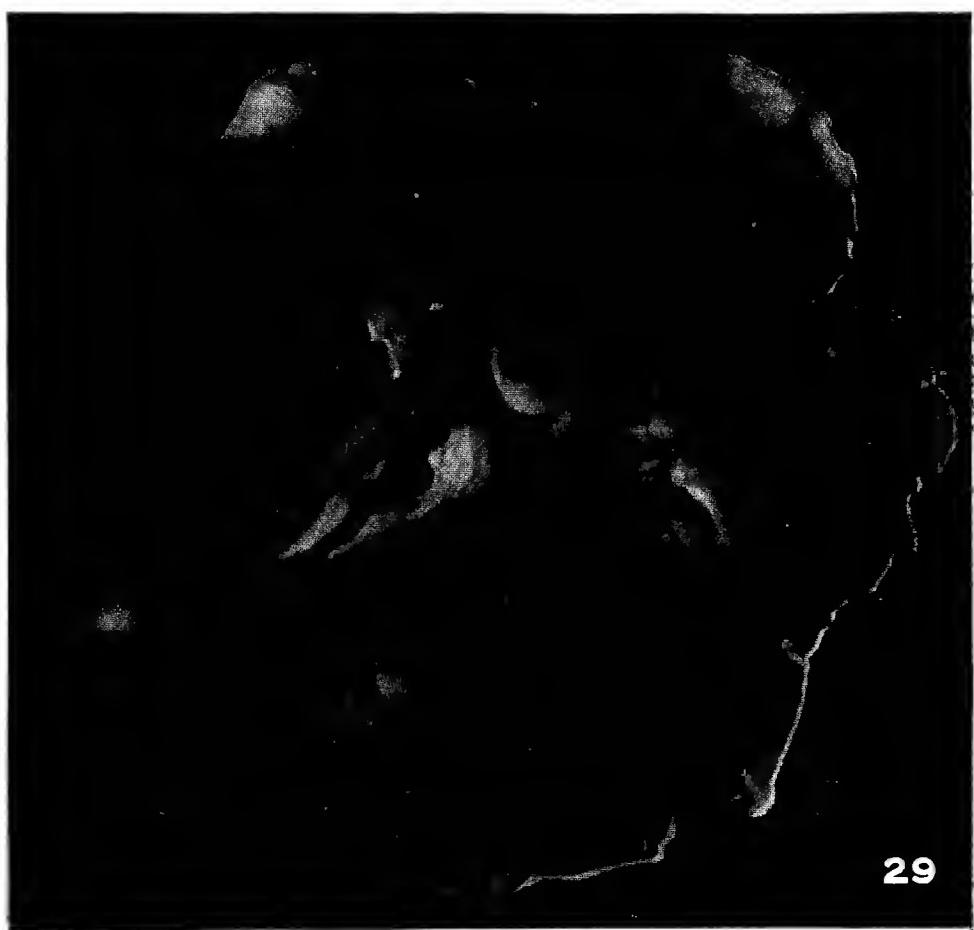
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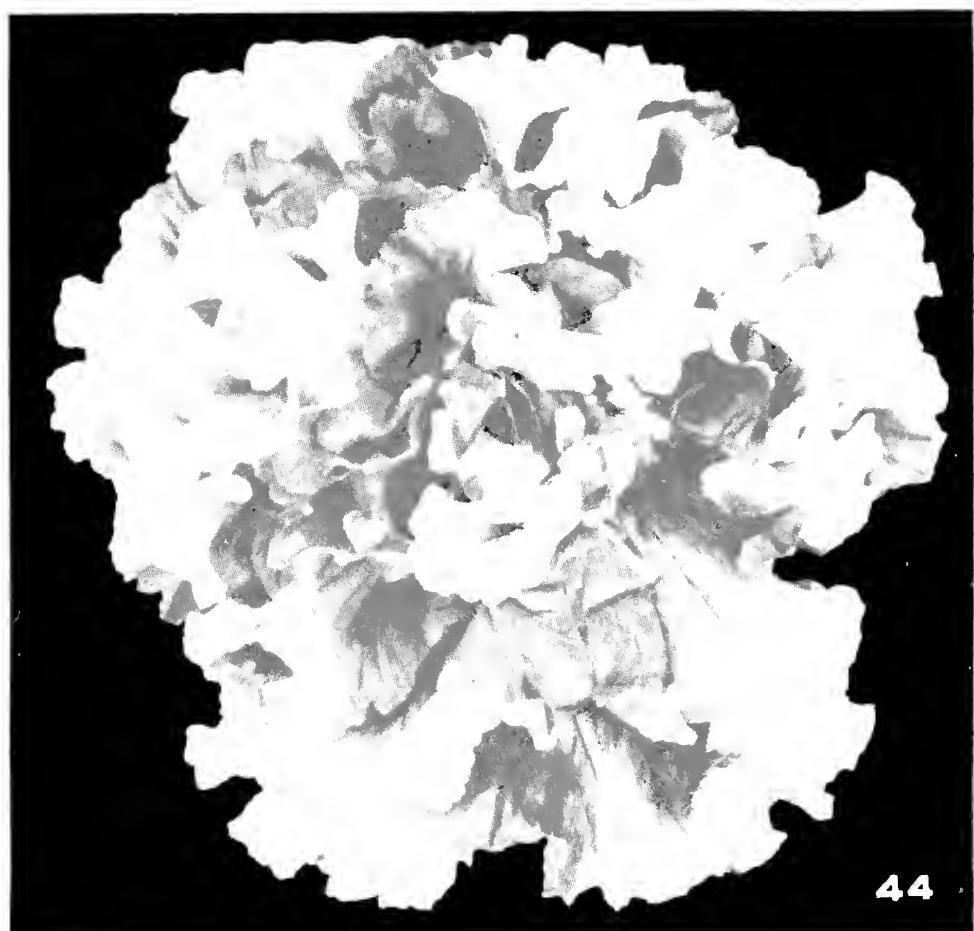
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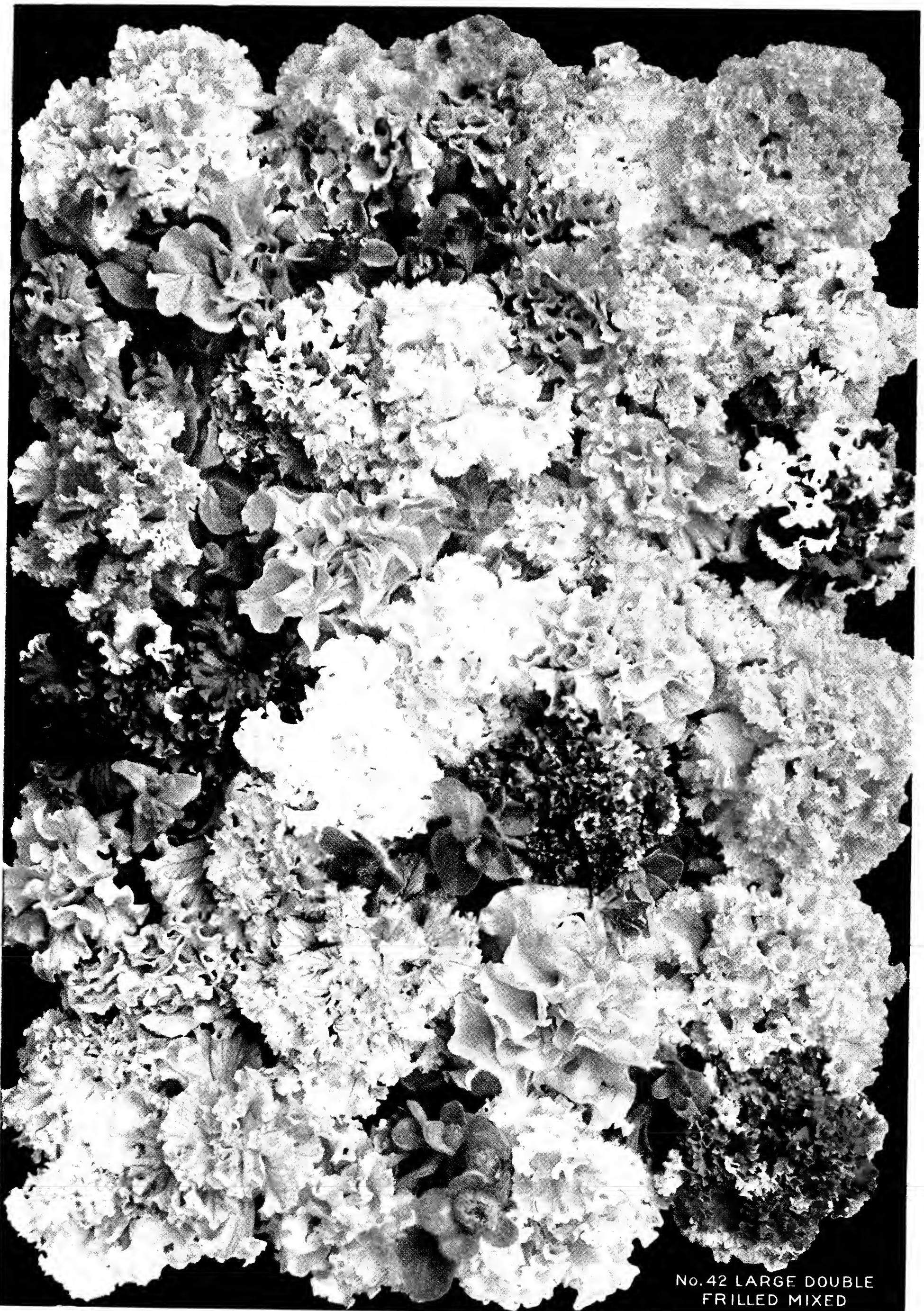
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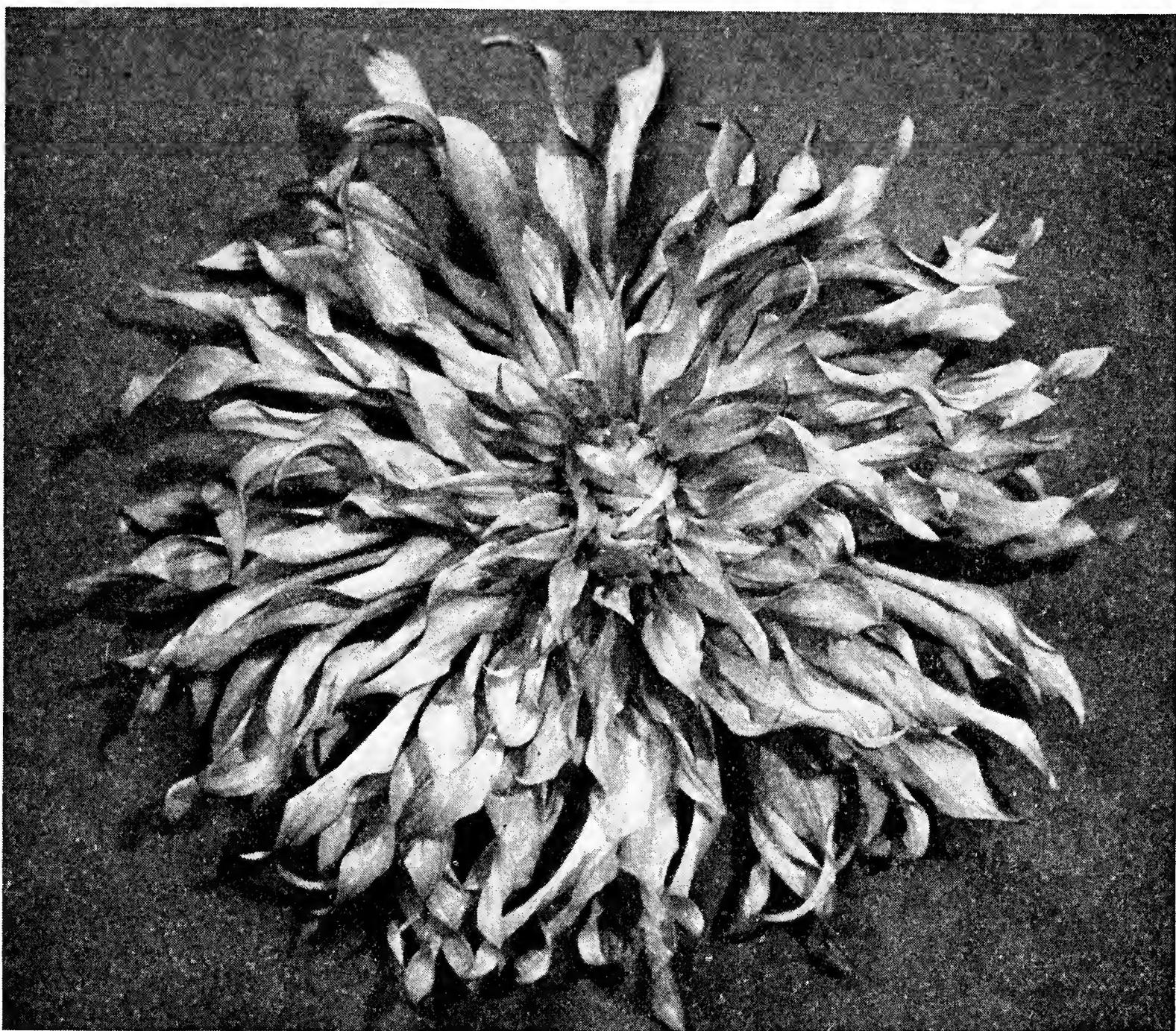
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44



No. 42 LARGE DOUBLE  
FRILLED MIXED



CHRYSANTHEMUM DAHLIA

**FANCY SELECTED DAHLIAS.**—Of all large flowering types, including Chrysanthemum Dahlia.

25 seeds \$1.00 50 seeds \$2.00 100 seeds \$4.00  
1000 seeds \$20.00

**DIENER'S GIANT DOUBLE HYBRID DAHLIAS.**—

This mixture contains only the largest and most perfect Dahlias the world has ever seen. The most gorgeous colors on fine, long, wiry stems. They are the highest-bred Dahlias in existence at this time, as you will agree when you see them in flower. This is confirmed by testimonials from everywhere.

25 seeds 75c 50 seeds \$1.50 100 seeds \$3.00  
1000 seeds \$15.00

**CACTUS DAHLIA SEEDS (Mixed).**—This is a mixture of many very fine Cactus Dahlias.

25 seeds 25c 50 seeds 50c  
100 seeds \$1.00

**MINIATURE DAHLIAS.**—A new type of very dwarf dahlias in all colors; many of cactus type, three to four inches in diameter and from two to three feet tall. They are greatly free flowering and fine for cut flowers as they are good keepers. Double.

25 seeds 50c 50 seeds \$1.00 100 seeds \$2.00  
1000 seeds \$10.00

**SNOW-WHITE DAHLIAS (All Types Mixed).**—This is a mixture of all types of snow-white Dahlias, most of large size some measuring over a foot in diameter on perfect wire-like, but graceful stems. Very free flowering. Nothing to compare with this mixture.

25 seeds 50c 50 seeds \$1.00  
100 seeds \$2.00

**POMPON DAHLIA.**—Pompons are great favorites everywhere for cut flowers and for bedding. Flowers from my strain run from one to three inches in diameter and the blooms have a great range of colors. They are good keepers and are valuable for table decorations, being popularly used in great quantities by cafeterias and restaurants and roadstands.

100 seeds \$1.00 1000 seeds \$5.00

---

Queens Village, N. Y., January 26, 1934.  
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Four times I have bought Gerbera seeds, divided the packets into three parts, planted one part in a flat in the house, another in a cold frame and the third part in the open ground and did not have one seed to grow. I could not understand why until I read in your catalog about the viability of Gerbera seeds. Your catalog is a gold mine and I am glad I discovered it.

Yours very truly,  
I. M. CONKLIN.



POMPON DAHLIA

### LEPTOSYNE MARITIMA

(Sea Dahlia)

A Dahlia species growing wild along the ocean of Southern California, with yellow flowers like Marguerites. Flowers are single and three to four inches in diameter with eighteen-inch long stems. These seedlings flower when two months old, bringing an abundance of flowers. They should make fine cut flowers when under glass.

Package 15c      4 packages 50c

### THALICTRUM DIPTEROCARPUM

A hardy perennial from China. Grows four to five feet tall, making very graceful plumes of rosy purple and conspicuous yellow anthers. Unexcelled as a cut flower as well as for bedding.

Trade pkg. 25c    6 pkgs. \$1.00    1/2 oz. \$1.75  
1 oz. \$3.50

### NUDICAULE (Iceland Poppy)

"Roseum—Coonara Pinks"  
Diener's Improved

After careful crossing and selection I herewith offer an unexcelled strain of this valuable cut flower and bedding gem with larger flowers, longer stems, more flowers to the plant and a healthier plant than the old type. Such wonderful, clean colors in salmon, flesh and many intermediate pink colors instantly take the fancy of discriminating flower lovers. These are first class money makers and are quick and easy to raise. Sow out now for your winter benching and bedding. Flowering plants in three-inch pots sell like hot cakes.

Sample pkg. 25c      Trade pkg. 50c  
6 Trade pkgs. \$2.00

(Larger amounts on request.)

### NUDICAULE (Iceland Poppy)

"California"  
(Diener)

Flowers are golden orange, exactly like the California Wild Poppy, *Escholtzia Californica*, in size and color. It is a very valuable cut flower for growing under glass in the winter, where it is raised the same as carnations, and for outdoor bedding. It flowers for months and brings a great amount of flowers on stems fifteen to twenty inches long and lasts well when cut. We are selling a quantity of Poppy plants locally in 3-inch pots at 10 cents each or \$1.00 per dozen; having one or two open flowers in eight to ten weeks after sowing. It is one of the best sellers I have ever seen. People who see it in flower want it immediately.

Sample pkg. 25c      Trade pkg. 50c  
6 trade pkgs. \$2.00

### SCABIOSA

(Grandiflora Fl. Pleno) (Annual Double Sweet Scabiosa)

This is a mixture of the largest and finest double Scabiosa with strong, straight stems, three to four feet long. It is an unexcelled summer cut flower, which is sown right where you want it, best in rows.  
**All Colors Mixed.....Package 10c 6 packages 50c**

### GERANIUM SEEDS

Of many large flowering new Hybrids; mixed colors.

Package 50c

Schenectady, N. Y., March 17, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Last year, the first time I had your seeds, I enjoyed the most beautiful Petunias and Zinnias I have ever seen. The Zinnias were simply gorgeous, blooming until October and making a most brilliant display of beautiful colors. I am not exaggerating when I say that with few exceptions the blossoms measured five inches across.

Yours sincerely,

MRS. C. G. McDONALD.



SOME TYPES OF DIENER'S NEW SHASTA DAISY HYBRIDS  
Singles Measure 7 Inches Across

## SHASTA DAISIES

Following are my latest Shasta Daisy creations which will be a sensation for the next few years. Their culture is the simplest possible and as white flowers are now so popular, no one can go wrong in growing them. The Double, Semi-double and Large Broad Petaled Singles always draw attention. Raise all you can, there will be no two alike; save the most unusual types for propagating by dividing and work up a stock of the finest in the lot.

**Directions for Sowing:** Sow the Shasta Daisy seeds in a cold frame in light soil containing some sand. Cover the seeds very lightly with the same soil, just enough to cover them, and keep moist. Shade the seed bed with either cheesecloth or muslin until they are up. When large enough to handle, plant them in the open in well fertilized ground twelve to fifteen inches apart. In localities where it is very cold it is advisable to cover them with straw or leaves during the cold weather. In the second year the flowers reach perfection.

### DIENER'S NEW GIANT WHITE DOUBLE SHASTA DAISY

Package 25c    6 packages \$1.00    1/8 oz. \$6.00

### DIENER'S ALL-DOUBLE SHASTA DAISY NEW, MIXED

As you see them in the accompanying picture, of many varieties, mixed.

Package \$1.00    6 packages \$5.00

### DIENER'S NEW GIANT SEMI-DOUBLE LONG-STEMMED SHASTA DAISY

Package 25c    6 packages \$1.00

### DIENER'S NEW GIANT SINGLE BROAD PETALED SHASTA DAISY

Very large on long stems.

Package 25c    6 packages \$1.00

### DIENER'S NEW SHASTA DAISIES

Single, Semi-double and Double, mixed.

Package 25c    6 packages \$1.00

### DIENER'S SHASTA DAISY, BROAD PETALED,

"Earliest of All." Single, broad petaled flowers five inches across. This variety flowers continually from early spring until frost. Here in California it flowers the whole year around.

Package 25c    6 packages \$1.00



Diener's New Giant Double White Shasta Daisy (Perennial)

### NEW MIXED COLORS IN DOUBLE NASTURTIUMS

Greatest sensation in flowers for 1935. Giant, double, fragrant, new colors in many soft shades to deep brilliant red. These have long stems and are excellent for cutting as well as for garden decoration. Don't fail to have them in your garden for the summer to come.

All New Colors, Mixed Package 25c 6 pkgs. \$1.00

### NEW DOUBLE SWEET-SCENTED NASTURTIUM

"Golden Gleam"

An outstanding novelty. The color is golden yellow. The flowers have stems six inches in length which makes it a fine cut flower. Continuously full of flowers. Excellent for bedding and pot plants and for forcing. Very sweet scented.

Package 15c 6 packages 75c

Manitoba, Canada, March 14, 1934.

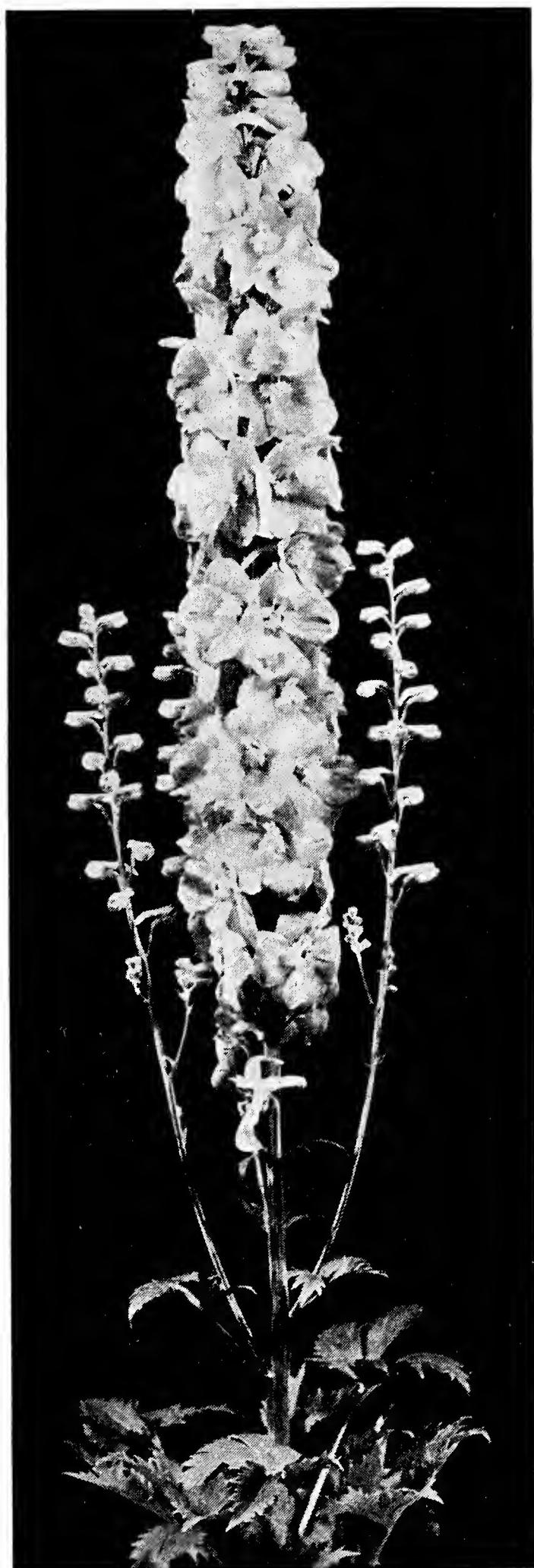
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: The new Giant Double Shasta Daisy which I purchased from you last year did remarkably well and has proved to be all you guaranteed, both in germination and blooming. The flowers were beautiful and most of them very double like the plate on the front of your catalog.

Yours truly, GEORGE GRANT.



POPPY NUDICAULE



FLOWER SPIKES, FOUR FEET HIGH  
Cut from Six Months' Old Seedlings

Meadow Brook, Santa Rosa, Calif., Dec. 7, 1933.  
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Just a line to let you know how the seeds purchased from you are doing for us. The Delphiniums "Dreams of Beauty" are just what you christened them and are admired by some but envied by most. The statice was just fine and have large bunches hung up for winter decorations. Last year we did not renew our Petunia seeds and, believe it or not, they came through the hard winter we had here and bloomed fine all summer and are still in bloom at this writing.

Yours sincerely,  
REGINALD S. KNIGHT.

## DIENER'S DELPHINIUM HYBRID PERENNIALS

"Dreams of Beauty"

The largest and most perfect strain of Perennial Delphiniums so far produced. They have grown to perfection in Alaska and the tropical climate of Central America as well as the United States and Canada.

The color combinations are exceptionally beautiful and the name, "Dreams of Beauty", is ideal for them, as you will agree when you see them in flower. These Hybrids bring immense flowers on slender, wire-like stems with laterals. This is the best disease-resisting strain today, as it is little affected by black rot and mildew. The flowers have a wide range of colors, from pale sky blue and all shades of blue to deep indigo blue in single, semi-double and double. All colors are iridescent and alive. No pale, washed-out shades are found in this strain. Many have pink fillings. For commercial growers they are sure money makers.

Sample pkg. 50c Trade pkg. \$1.00  $\frac{1}{2}$  oz. \$2.50  
1 oz. \$5.00 1 pound \$60.00

**Directions for Sowing:** Make a soil of leaf mould with a little sand and sift through a screen. Place this soil three inches deep in a box or bed and smooth the surface of the soil with a flat board. Then sprinkle the seeds over the surface and press them into the soil with the board. Do not cover with any soil or at least very lightly, not more than the thickness of the seeds, as they will not come up if too heavily covered. Moisten the soil with a fine sprinkler and cover the seed bed with burlap. Sprinkle the burlap two or three times each day to keep moist. Remove the burlap about eight to ten days after the seeds are up and keep the soil moist at all times. Under no condition should you use a fertilizer of any kind in this seed bed. Keep snails or slugs away by making a ring around the seed bed, with air-slacked lime. Keep the young seedlings shaded with cheesecloth.

Glendale, California, August 2, 1934.  
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Would you be interested to know that my Delphiniums, grown from your seeds, have made a wonderful showing? Our nurseryman told me he had not considered it possible to grow such Delphiniums in Southern California.

Very truly,  
E. N. EVERSON.

\* \* \*

New Bedford, Mass., July 16, 1934.  
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I have tried Delphinium seeds from several growers and have had the best results from yours.

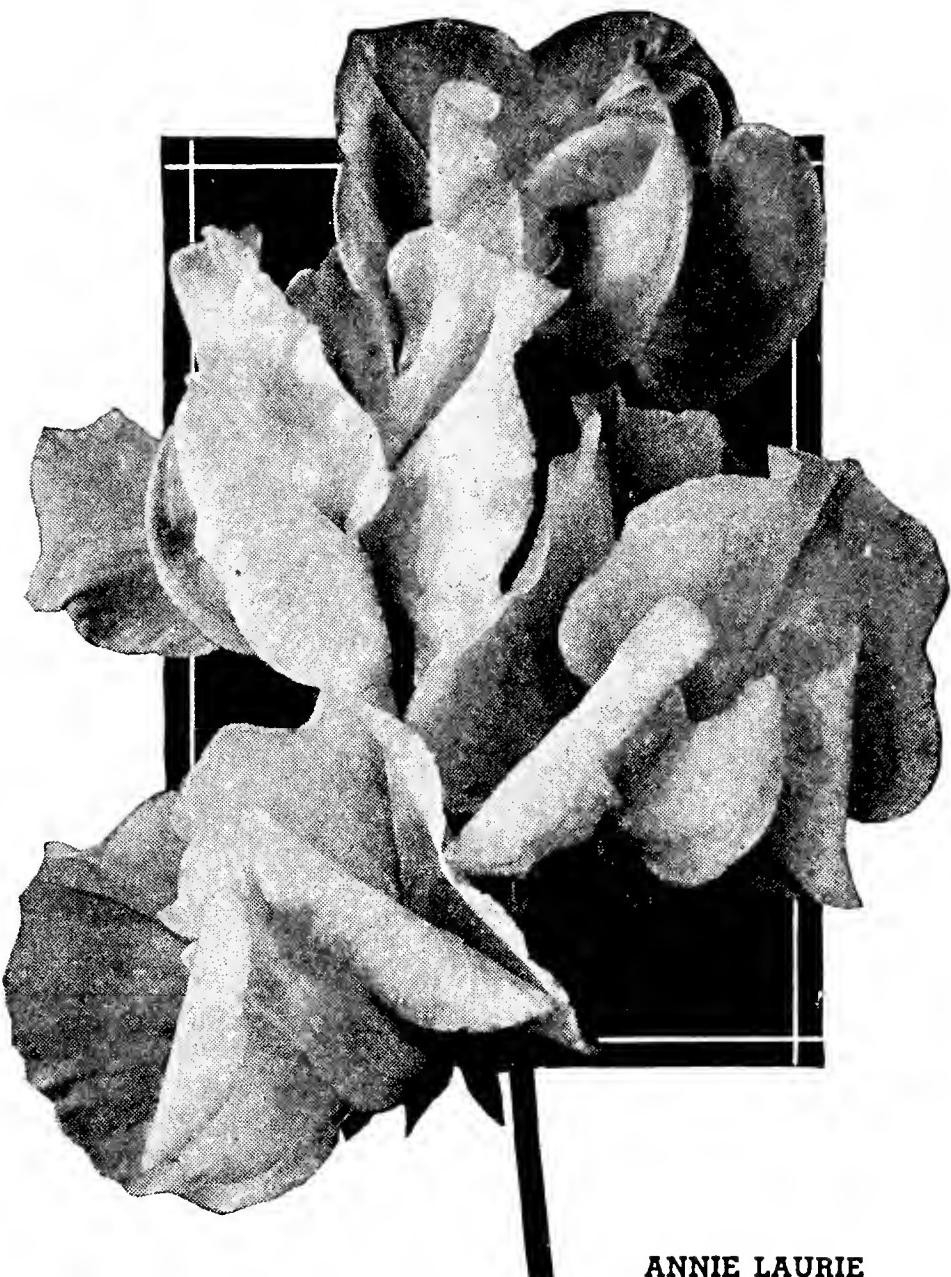
Very truly,  
WM. F. TURNER.

\* \* \*

Atchison, Kansas, February 6, 1934.  
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: We grew 10,000 of your Ventura last year for shipping tomatoes. I was so successful with your Ventura tomato that other local tomato growers want this tomato.

Respectfully,  
HILLGOSS GREENHOUSE.



ANNIE LAURIE

## SWEET PEAS

(Early or Winter-Flowering)

Per Pkg.

No. 1. PENROSE.—Clear rose to rose pink. An unusually fine variety.....	\$ .25
No. 2. CHEVALIER.—Rich rose; beautiful color and magnificent size.....	.25
No. 3. ANNIE LAURIE.—Pure rose pink, large flowers .....	.25
No. 4. BURPEE'S SALMON.—Beautiful rich sal- mon, large blooms. Vines bloom profusely. (35 seeds).....	.65
No. 5. MRS. KERR.—Beautiful salmon shade. A perfect flower and a great favorite.....	.25
No. 6. BURPEE'S ORANGE.—Bright orange, large flowers and extremely popular.....	.25
No. 7. FLAMINGO.—Bright rich salmon-pink. Wings of orange-pink blending into sal- mon-pink effect. Flamingo is good any season .....	.25
No. 8. WHITE ROSE.—Pure white, long stems. Very full appearing almost double.....	.25
No. 9. SNOWSTORM IMPROVED.—Unusually large white flowers. Long, strong stems....	.25
No. 10. BURPEE'S WHITE.—Large pure white blooms of heavy substance on long, wiry stems. Have a rich fragrance. (35 seeds).... 3 packets	.25
No. 11. GLORIOUS.—Warm rosy purple flow- ers on long, stiff stems.....	.65

Per Pkg.

No. 12. BURPEE'S LAVENDER.—Lovely light Wisteria-lavender. An appealing rich yet soft tone, large flowers.....	\$ .25
No. 13. MAUVE BEAUTY.—Rosy mauve, much admired, large flowers.....	.25
No. 14. BLUE JACKET.—Rich, dark navy blue. Large, elegantly waved blooms.....	.25
No. 15. FELICE GUNTHER.—Clear, true Cam- bridge-blue. Long stems and vigorous growth. (35 seeds).....	.65
No. 16. MARY LOUISE BOK.—One of the finest clear blues. Large flowers and of vigorous growth .....	.25
No. 17. MAROON PRINCE.—Deep reddish ma- roon. Large flowering, long stemmed, free blooming .....	.25
No. 18. ILLUMINATION.—Bright salmon cerise with delicate orange suffusion. Always at- tract attention. Brighter under artificial light	.25
No. 19. FIRE KING.—Brilliant fire-red. An unusually rich color and large flowers.....	.25
No. 20. GLITTERS.—Bright orange scarlet. Startlingly beautiful and always compels attention. Fine, long stemmed sprays.....	.25
No. 21. ORIENTAL.—Pleasing true cream color on long, strong stems.....	.25
No. 22. CANARY BIRD.—Cream or primrose. Large flowers of fine form and elegantly placed .....	.25
No. 23. PEACHBLOW.—Clear rose pink on cream. Large, well formed flowers, frilled. Very popular, good florist variety.....	.25
No. 24. PEERLESS PINK.—Glowing pink on cream ground. Fine combination of colors and large flowers. An ideal florist variety	.25
No. 25. BELLE.—Delightful shade of rose pink on cream background. Large flowers on long stems. Very attractive.....	.25
No. 26. GIANT ROSE.—Very large rose pink variety with waved blooms on long stems	.25
No. 27. BURPEE'S GIANT PINK.—Beautiful pink blending with soft rose. Vigorous grower and exceptionally free flowering.....	.25
No. 28. MRS. CALVIN COOLIDGE.—Glorious bright salmon pink. Very large blooms and gracefully waved .....	.25
No. 29. CHEERFUL.—Rich salmon-cerise shade. Graceful and showy blooms on long stems .....	.25
No. 30. GLEAM.—Lovely new shade, clear geranium pink with suffusion of cherry pink. Large, well frilled flowers.....	.25
No. 31. GEORGE W. KERR.—These beautiful bright orange blooms are sure to appeal to everyone. Plants of vigorous growth with long flower stems. A prize winner where- ever exhibited .....	.25
No. 32. RED BIRD.—Bright crimson red blooms with velvety sheen of brilliant tyrian rose....	.25

Per Pkg.

No. 33. **GRENADIER**.—An outstanding sweet pea on account of its rich color, brilliant Poppy-scarlet. Spikes are elegant and long stemmed. Always in demand..... \$25

**FINEST MIXTURE**.—This includes the many named varieties of early flowering sweet peas. The different colors are properly blended to produce a most harmonious and pleasing effect..... .25

**MIXTURE**. Per ounce 75c Per pound \$10.00

**Directions for Sowing:** In order to get best results with sweet peas they should be soaked in water from eight to ten hours and then plant them immediately. When the plants are up place a wire netting directly behind them, about four or five feet tall, and train them over this. The seeds should be planted very shallow.

**Note:** Each package of Burpee's Salmon, Burpee's White, and Felice Gunther contains about 35 seeds (being special varieties) while the other varieties contain about 95 seeds.

## NEW CYNOGLOSSUM AMABILIS, IMPROVED

"Chinese Forget-me-not"

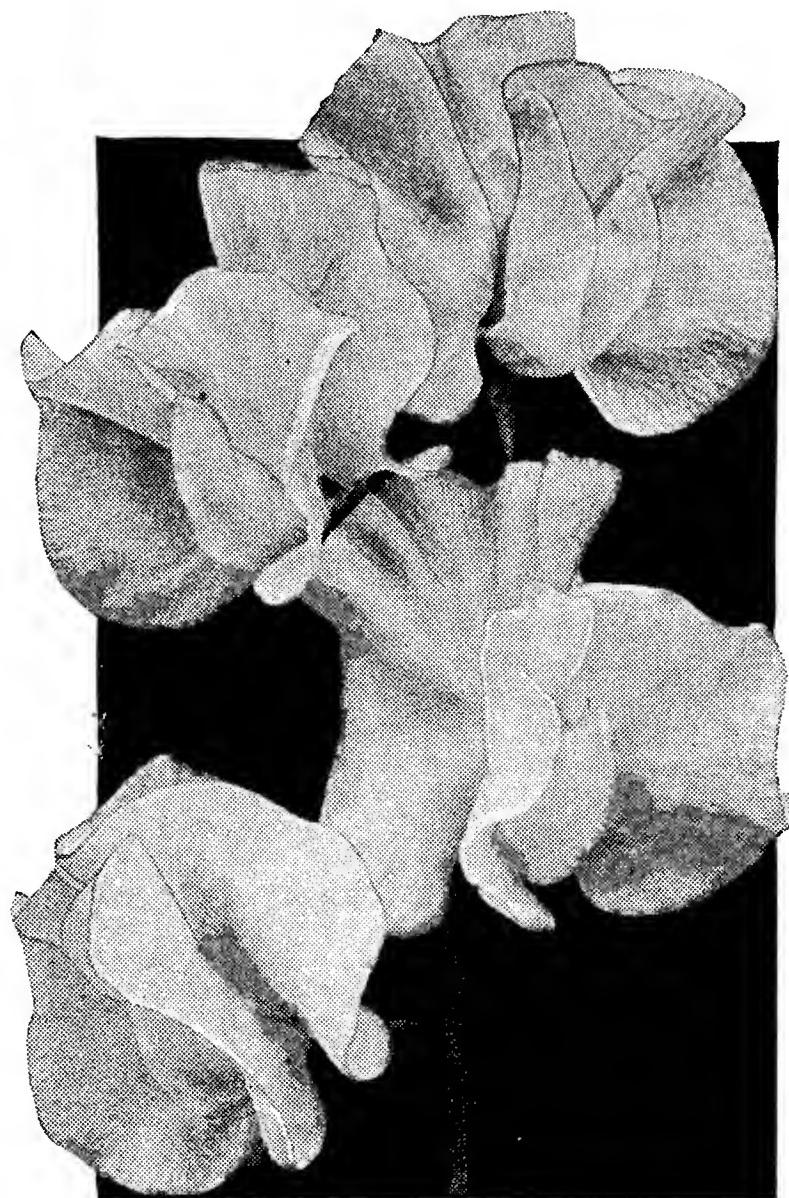
This new Cynoglossum resembles Myosotis Alpestris so closely that an expert cannot tell them apart, and it can be brought into flower any time during the year. It will commence to flower seven to eight weeks after sowing and brings a great amount of cut material and should be very valuable for raising on benches in greenhouses during the winter. Color and growth are perfect in every detail.

Sample package 25c Trade package 50c

## COLUMBINE

Long spurred, finest colors, mixed.

Package 25c



BURPEE'S SALMON

## THE AZTEC BEAN

It is one of the largest beans known. It grows in bush form, just like the Lima Bean, and is perennial in places where it is not too cold or too frosty. It grows like any other bean, but stands a great deal of drought. Its flavor is unexcelled. Dry beans can be cooked just like Lima Beans. It is very prolific, and we recommend anyone who raises beans to give it a trial. Late frost in spring will not kill the young vines.

Package 25c 5 packages \$1.00

Boscobel, Wisconsin, June 21, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I have some wonderful Delphiniums blooming raised from your seeds last year. Some of the plants stand 4½ feet and the blooms are wonderful in size and color.

Yours truly,

A. J. SEEMANN.

\* \* \*

Salisbury, Maryland, November 20, 1933.

Mr. Richard Diener, Oxnard, Calif.

My Dear Sir: You might be interested to know that the Delphinium seeds purchased from you have produced plants which bloomed here all summer and showed no signs whatever of the Delphinium rot. Before trying your seeds we were never able to get the plants to produce an autumn crop unless fresh seedlings were planted in June. In fact, by August, they always had disappeared. The stamina of your Delphiniums is marvelous.

Faithfully yours,

EVERGREEN HOUSE.

LaGrange, Indiana, April 5, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Mr. Diener: I ordered a package of "Dreams of Beauty" Delphinium seeds two years ago and after blooming two years must say they are wonderful in deepness of color and haven't seen any disease among them so far. Have it in some of my other plants and expected the others would become infected, but no signs.

Yours truly,

MRS. H. G. ERWIN.

\* \* \*

Rhinebeck, New York, June 18, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Last year you mailed me Delphinium seeds on July 19. These were planted in the greenhouse and transplanted into the field the later part of September. Have harvested some very fine flowers from these already. A lot of these first spikes measured 5 feet and are the best I have ever had from a fall set.

Yours very truly,

ROSWELL COLE.



GIANT DAHLIA FLOWERED ZINNIA

## ZINNIAS

Within the last few years these giant Zinnias have been improved to perfection. No matter how small the garden, it is not complete without these wonderful flowers. In window boxes and large tubs they will give great satisfaction and in good soil will grow perfectly. In fact, they bring splendid results in common soil. They are best suited to a hot place in the full sun. You will be surprised at the gorgeous colors and large size and how little effort it takes to raise them.

**Directions for Sowing:** Sow them out in a sandy leaf mould soil in pots or boxes. It is best to sow the seeds directly where you want them, about three seeds to the spot, two feet apart. Cover the seeds about one-eighth inch, not more, otherwise they will not come through.

## DOUBLE GIANT DAHLIA FLOWERED ZINNIA

### LUMINOSA

This is an entirely new shade in Zinnias. A charming shade of bright deep pink, with a light suffusion of salmon..... Package \$ .15

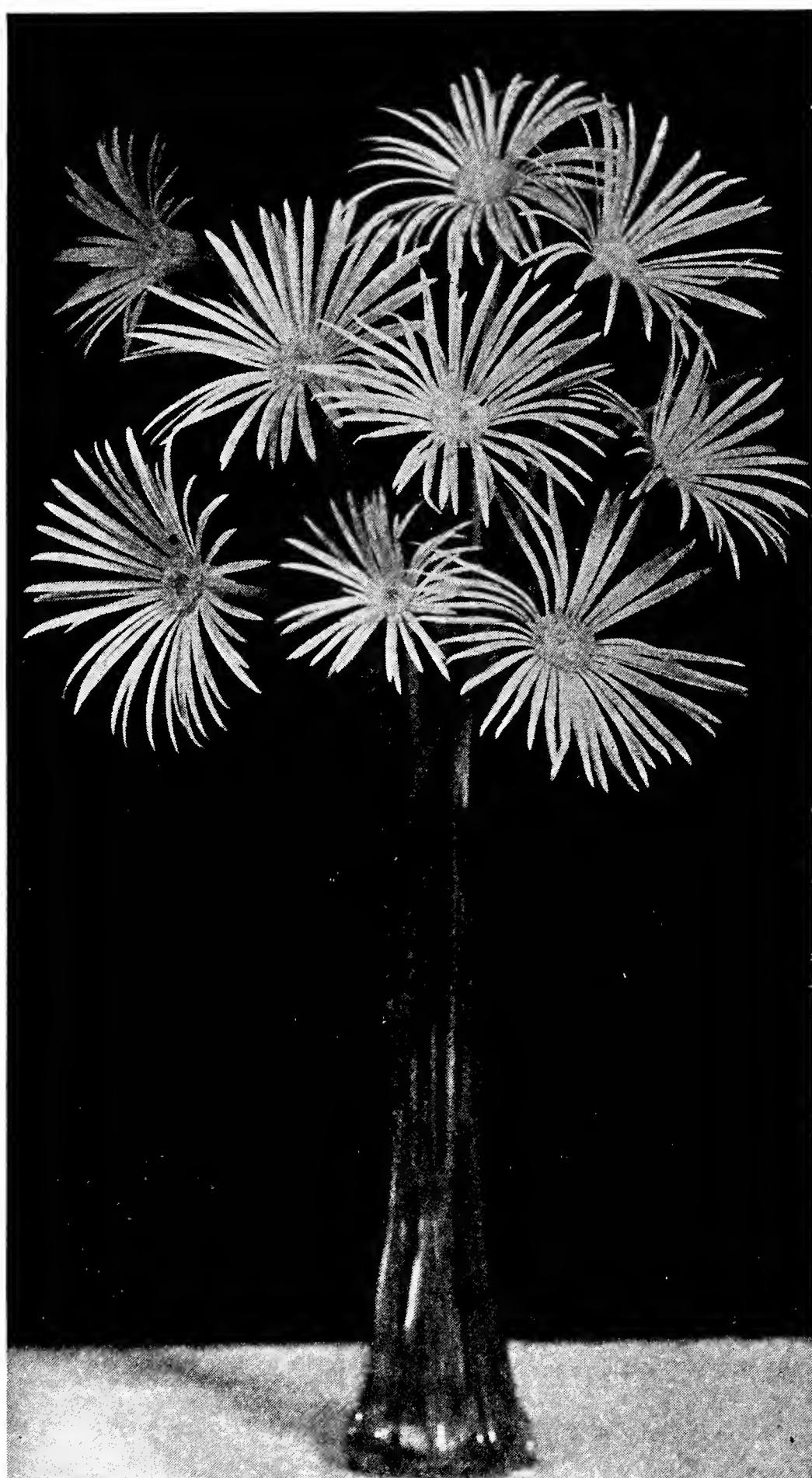
### OLD GOLD

Glowing, burnished deep and lighter shades of old gold ..... Package \$ .15

### EXQUISITE

By far the most pleasing of our collection. Truly Dahlia flowered as regards form and size. Color, light rose with center a deep rose. Package \$ .15





## GERBERA JAMESONI

(Diener's Hybrids) (Transvaal Daisy)

The Gerbera seeds I am offering here are the acme of perfection and you could not get anything better anywhere. The colors are brought to the highest perfection and run from snow-white to many shades of light pinks, yellow, apricot, lavender to the highest scarlet, with stems from two to three feet long and very free flowering. They are the daintiest flowers for vase and decorations and have the best lasting qualities. Gerbera seeds will not germinate after they are four to six months old. I harvest the seeds all year and will send only freshly harvested seeds. Every seed should germinate.

Pkg. 25c 1/16 oz. (about 500 seeds) 75c 1/8 oz. \$1.25  
1/4 oz. \$2.00 1/2 oz. \$3.50 1 oz. \$7.00

### Directions for Sowing Gerbera Jamesoni

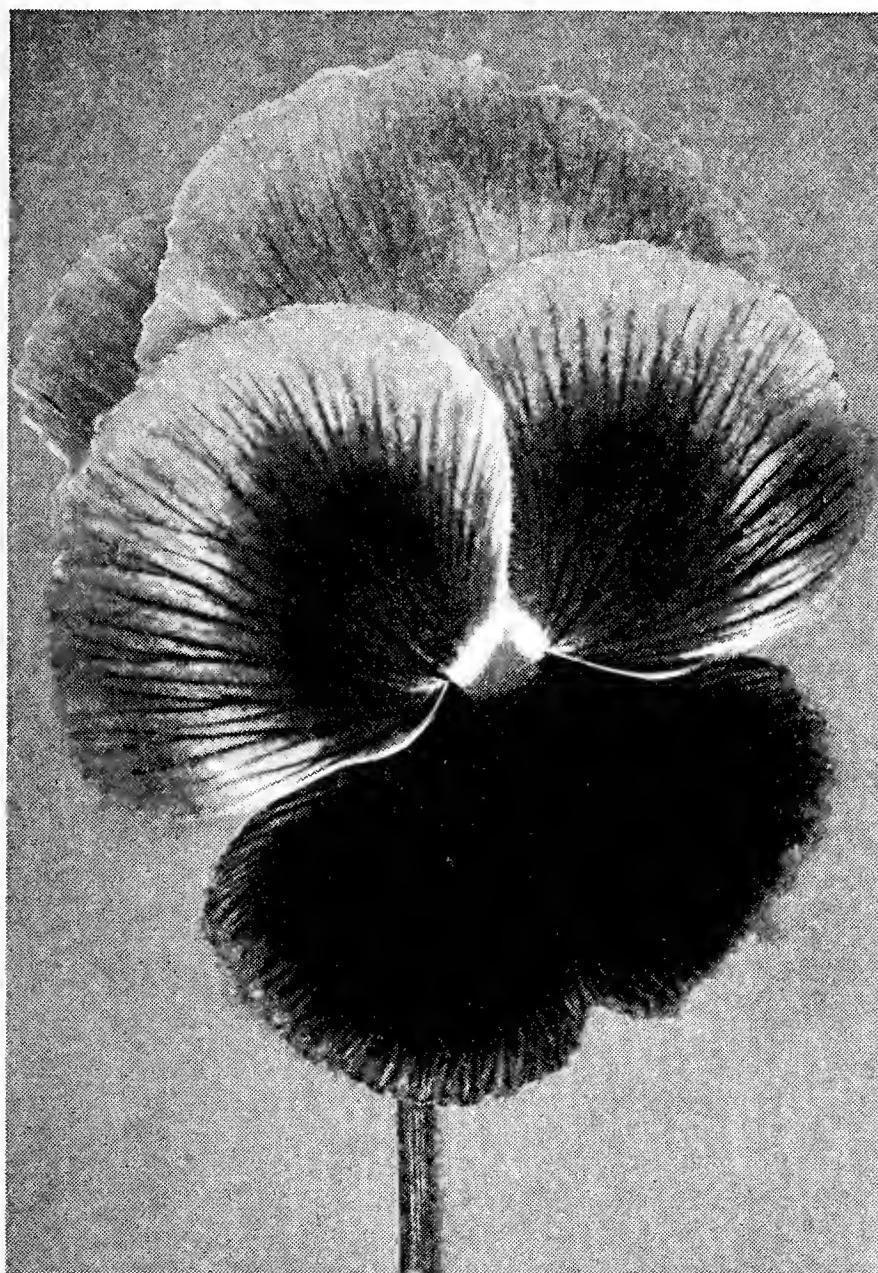
In those parts of the country where only light frosts are liable to occur, it is all right to sow Gerbera directly in the open, in rows one foot apart. Smooth the soil, then press the surface over with a flat board. Then draw the rows with a pencil so that the furrow is not deeper than one-fourth inch. Drop the seeds into the furrows, about three seeds to an inch, and close the rows by pushing the soil over them sideways with a flat piece of board, the less soil over the seeds the better, for if they are too far under the surface they cannot come up. Water and cover with a frame made of cheesecloth shading. A light shade is necessary to bring the seeds up quickly. Keep the soil just moist, don't soak it, for they do not want much water. They should be kept in the place where sown without transplanting for at least four months. Then they should be planted in four-inch pots in rich soil or in the open, fifteen inches apart. Care should be taken that just the root part is in the ground, the heart must be above the soil. Once a month is often enough to water them in the open and when they are watered see that they are moistened well. Planting in the open is best done in the fall. In cold climates it is best to sow them out in boxes filled with leaf mould soil in which some sand has been mixed and the soil must be at least four inches deep in the boxes. Here you may make the rows two inches apart and three seeds to the inch in the row. Leave the young plants in the boxes at least three months. Then either pot them or plant them in the open. They are semi-tropical and must be taken indoors where the ground freezes in the winter. When planted on benches in the greenhouse, they should be handled just like carnations and the temperature should be between 50 and 60 degrees, not over. They need plenty of light and air under glass. Gerbera is a perennial and after two or three years the plants can be divided up. Always keep them free from weeds.

## FREESIA SEEDS

These are from my own hybrids. They run mostly in lavender, blue, purple, yellow and white. There are some among them with reddish and pink tints. Flowers mostly double the size of the regular kinds and even larger. They have long stems and I believe there is nothing better in existence. I am increasing the stock from some of my finest and largest seedlings of the last few years and the seeds are taken from these. If sowed out early, many will flower five to six months after sowing.

Pkg. 25c 1/2 oz. 50c 1 oz. \$1.00 1 lb. \$15.00

**Directions for Sowing:** Sow the seeds right out in the open in subtropical and tropical localities. Put them in rows, twelve inches apart and about three seeds to the inch in the row. Cover the seeds with a good, rich soil one-quarter inch deep. In cold climates, sow them out in boxes or seed pans, placing the seeds about one inch apart and one-fourth inch deep. Leave them there until the leaves have dried up, say about five to six months, and by that time they will have formed nice bulbs, which will bring large flower spikes the following winter.



### MASTODON PANSIES

**JUMBO MIXED** (New).—These Pansies will bring gigantic flowers without any special effort, measuring up to  $4\frac{1}{4}$  inches in diameter. They have a wide range of colors in all shades of the rainbow.

Pkg. 25c 1/32 oz. 85c 1/16 oz. \$1.25 1/8 oz. \$2.25  
 $\frac{1}{4}$  oz. \$4.25 1/2 oz. \$8.25 1 oz. \$16.00

**SEA BLUE** (New).—The most beautiful shade of blue we have ever seen. Very large.

Pkg. 25c 1/16 oz. 75c 1/8 oz. \$1.25 1/4 oz. \$2.50  
 $\frac{1}{2}$  oz. \$4.75 1 oz. \$9.00

**"400" MIXED.**—A super Swiss strain. Grand in size, form, color and substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new.

Pkg. 25c 1/16 oz. 85c 1/8 oz. \$1.25 1/4 oz. 2.50  
 $\frac{1}{2}$  oz. \$4.75 1 oz. \$9.00

**MIRACLE MIXED.**—Finest types of our strains, latest novelties.

Pkg. 25c 1/16 oz. 65c 1/8 oz. \$1.00 1/4 oz. \$2.00  
 $\frac{1}{2}$  oz. \$3.75 1 oz. \$7.00

**MASTERPIECE MIXED.**—Long stems. Best for Cut Flowers.

Pkg. 25c 1/16 oz. 85c 1/8 oz. \$1.50 1/4 oz. \$2.75  
 $\frac{1}{2}$  oz. \$5.25 1 oz. \$10.00

**GREENHOUSE SPECIAL MIXED.**—Fine market strain.

Pkg. 25c 1/16 oz. 50c 1/8 oz. \$1.00 1/4 oz. \$1.50  
 $\frac{1}{2}$  oz. \$2.75 1 oz. \$5.00

**GOLDEN GATE**—A monster golden yellow.

**MLLE. IRENE**—A henna red type, new to Pansies.

**VULCANO**—Burgundy red, long stems.

**ISABELLE**—A ruffled bronze and yellow.

Price of each of the four above varieties:

Pkg. 25c	1/16 oz.	65c	1/8 oz.	\$1.00	1/4 oz.	\$2.00
					1/2 oz.	\$3.75
					1 oz.	\$7.00

**PANAMA PACIFIC**—A large yellow.

**PARISIAN YELLOW**—A pure yellow.

**BRONZE**—Very large. Many shades.

**WHITE**—(Dark Center). Very large.

**BLACK**—Nearly all jet black.

**GRAND DUKE MICHEL**—The largest all-white Pansy.

**MADAME STEELE**—Elks' purple; immense blooms; a perfect self.

**MADAME PERRETT**—Bordered white; colors—pink, wine and red.

**PRINCE HENRY**—A splendid dark blue.

**IMPROVED BEACONSFIELD**—A fine bluish purple with a distinct lavender tinge.

**ADONIS**—Light blue and lavender shades.

Price of each of the eleven varieties named is:

Pkg. 25c	1/16 oz.	50c	1/8 oz.	\$1.00	1/4 oz.	\$1.75
					1/2 oz.	\$2.75
					1 oz.	\$5.00

Other prices: Your choice of any of the above 21 varieties at:

5 packages, assorted colors.....	\$1.00
All 21 varieties (1 pkg. each).....	4.00

### PANSY SEED

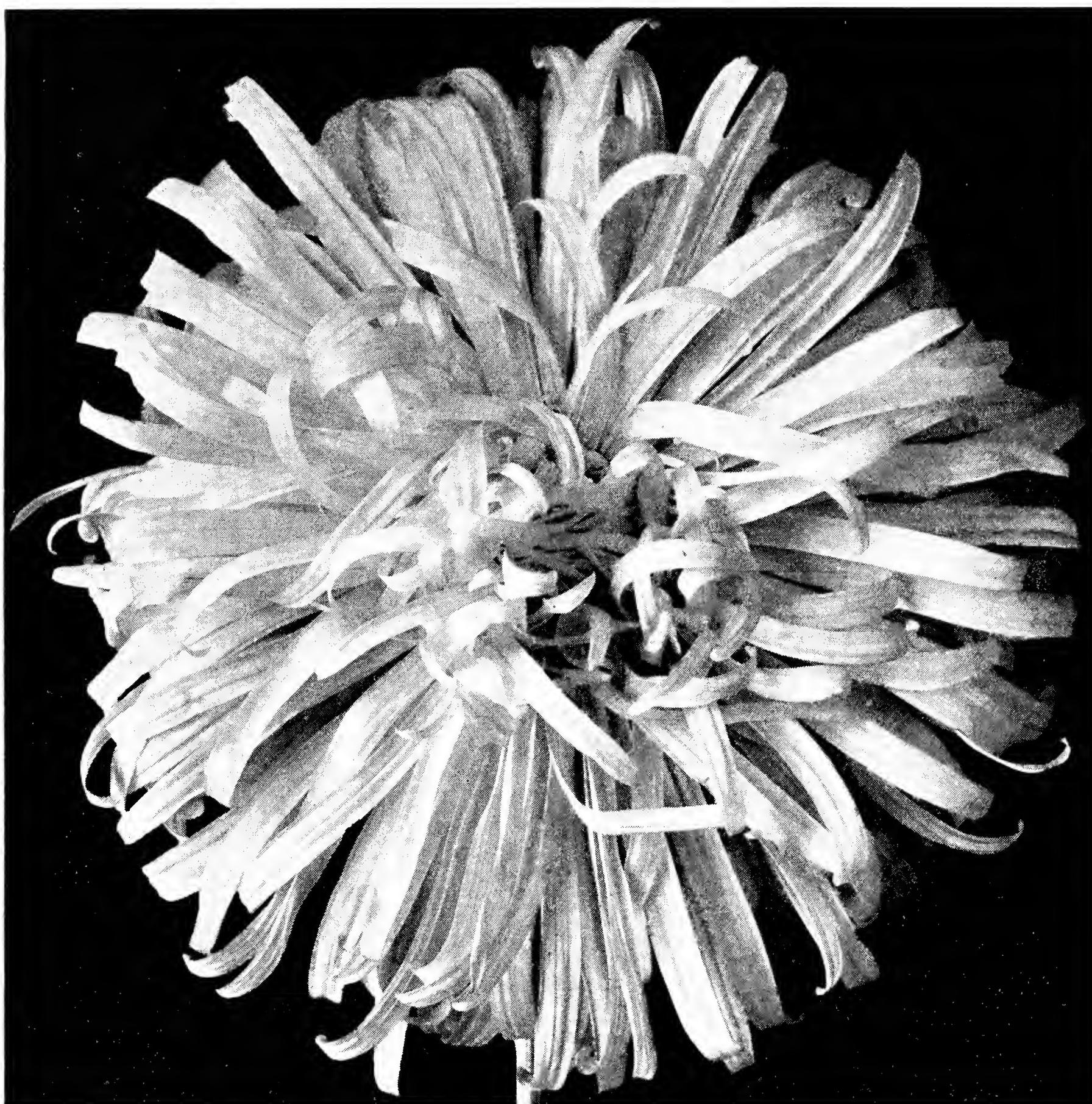
The above list of Pansies is made up of some of the world's finest varieties and you may be sure of getting full satisfaction at a very reasonable price. If you have raised only the common kinds, try a few of the ones I offer here and you will be surprised at their size and wonderful colors.

**How to Sow Pansy Seeds**—Sow the seeds in a cold frame in light soil without any fertilizer. Cover the seeds very lightly with the same soil and keep moist. Shade the seed bed with cheesecloth or a muslin screen, and as soon as all the plants are up remove the screen. Or you may sow them in a large pot or seed pan. During the fall is the best time to sow Pansy seeds.

West Palm Beach, Fla., Aug. 16, 1934.  
 Mr. Richard Diener, Oxnard, Calif.

My Dear Mr. Diener: I have used your seed for the past several years and had unusually fine success last year. At the West Palm Beach Flower Show last April I took seven blue ribbons, and they attracted so much attention at the exhibit that dozens of persons inquired where I purchased my seeds. Of course, I was glad to give them your name and address.

Sincerely yours,  
 G. E. ULLMAN.



IMPROVED GIANT OF CALIFORNIA ASTER, WHITE

## ASTERS

We are offering the following varieties of Fusarium wilt-resistant strains of Asters which we believe will be practically immune to this disease and we feel sure that by using this seed many disappointments due to crop failures will be eliminated.

### EARLY BEAUTY

Crimson .....	Package \$ .15
Lavender .....	" .15
White .....	" .15

### BEAUTY CARMINE ROSE

Carmine rose.....	" .15
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### UPRIGHT BRANCHING ASTER

Flesh Pink (Pink Enchantress).....	" .15
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### GIANT BRANCHING COMET ASTER

Royal purple .....	" .15
White .....	" .15

### IMPROVED CREGO ASTER

White .....	Package \$ .15
Deep rose .....	" .15
Pink (shell pink).....	" .15
Violet .....	" .15

### OSTRICH FEATHER

Deep rose .....	" .15
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For all the above wilt-resisting varieties, quantity prices are as follows:

$\frac{1}{8}$  oz. 50c    $\frac{1}{4}$  oz. \$1.00   1 oz. \$3.50

(Larger amounts on request.)

# RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

## IMPROVED NEW GIANT CALIFORNIA SUNSHINE

A novel and distinct type of Aster. The outer petals are twisted and quilled and surround a central cluster of florets, which are of a contrasting pale color. Wonderful cut flower and makes a striking decoration for large vases.

**Mixed Colors** ..... Package \$ .10

Quantity prices for the above are as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75

## IMPROVED GIANTS OF CALIFORNIA

Blooming season from early July until killed by frost.

**White**, new, fine ..... Package \$ .15

**Peach Blossom** ..... " .15

**Light Blue** ..... " .15

**Deep Rose** ..... " .15

**Dark Purple** ..... " .15

**Finest Mixed** ..... " .15

One package of each of above at ..... .60

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

## EARLY BEAUTY TYPE ASTERS

**Azure Fairy**, azure blue or dark lavender ..... Package \$ .15

**Crimson** ..... " .15

**Peach Blossom** ..... " .15

**Purple** ..... " .15

**Rose**, pleasing deep rose ..... " .15

**September Beauty**, flesh pink ..... " .15

**White** ..... " .15

One package of each of above ..... .60

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

## EARLY FLOWERING TYPES

(Extra Early Express, or Early Wonder Aster)

These are the earliest blooming Asters. Flowers large and full of the Comet type (Dwarf).

**Carmine Rose**, new ..... Package \$ .15

**Crimson**, new ..... " .15

**Light Blue**, new ..... " .15

**Rose** ..... " .15

**White** ..... " .15

**Finest Mixed** ..... " .15

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

## IMPROVED CREGO ASTER

Plants robust, about two feet high, branching habit. Flowers large, double and well formed, of the Comet type.

**Cattleya**, orchid, new, fascinating ..... Package \$ .10

**White** ..... " .10

**Pink**, shell pink ..... " .10

**Crimson** ..... " .10

**Azure Blue** ..... " .10

**Deep Rose** ..... " .10

**Purple**, or dark blue ..... " .10

**Rose Pink**, lavender pink ..... " .10

**Finest Mixed** ..... " .10

Quantity prices for the above as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75

## OSTRICH FEATHER ASTER

The finest of the giant Comet or Ostrich Feather type. Long petals, twisted and forming a full, fluffy flower. Plants robust in growth, 2 1/2 feet high.

**White**, turning to sky blue, dwarf ..... Package \$ .10

**Cinnabar**, for border work ..... " .10

**Crimson** ..... " .10

**Dark Blue**, or purple ..... " .10

**White** ..... " .10

**Deep Rose** ..... " .10

**Light Blue** ..... " .10

**Rose Pink**, lavender pink ..... " .10

**Shell Pink** ..... " .10

**Sky Blue** ..... " .10

**Finest Mixed** ..... " .10

Quantity prices for the above as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75

## IMPROVED QUEEN OF THE MARKET

These well-known, early flowering Asters are of a branching habit, about 20 inches high, coming into bloom directly after the early Express and are one of the most useful types for early market purposes, having long stems for cut flowers.

**Crimson** ..... Package \$ .15

**Dark Blue** ..... " .15

**Flesh Pink** ..... " .15

**Light Blue**, or dark lavender ..... " .15

**Deep Rose** ..... " .15

**Scarlet** ..... " .15

**Purple**, reddish, new ..... " .15

**White** ..... " .15

**Mixed** ..... " .15

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

## MISCELLANEOUS VARIETIES

### PEERLESS YELLOW

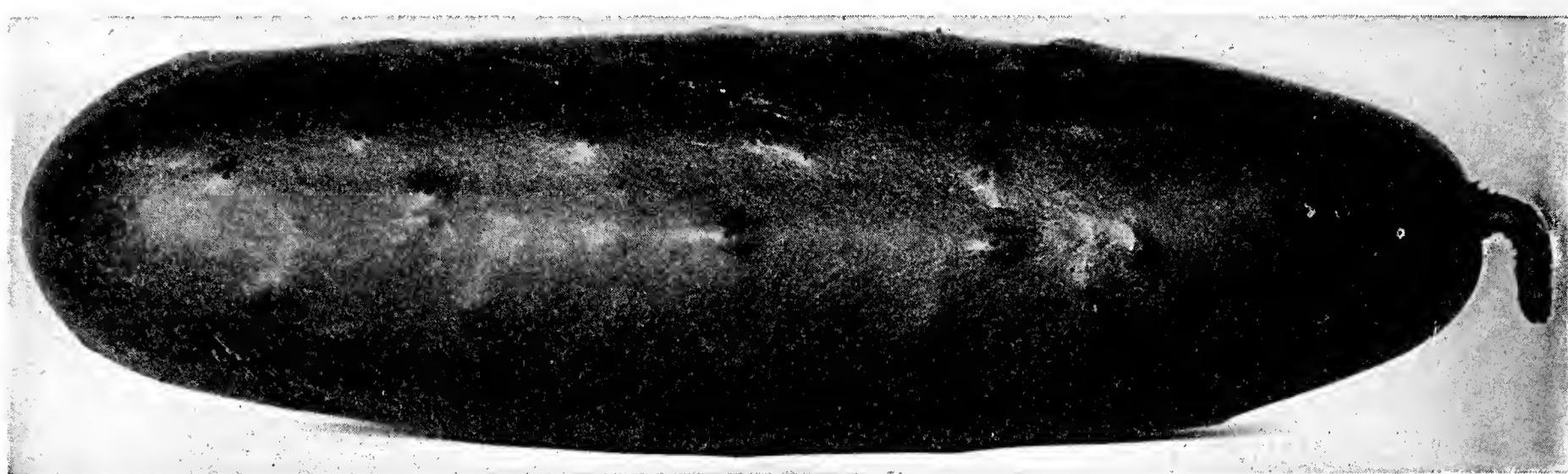
Best yellow ..... Package \$ .10

**HEART OF FRANCE**, plants about 2 feet high, branching habit, flowers medium size, rich dark red ..... Package \$ .15

North Uxbridge, Mass., August 14, 1934.  
Mr. Richard Diener, Oxnard, Calif.

Dear Sir: About a year ago we bought some Gerbera seeds from you and to tell the truth I expected poor germination, Gerberas being such a doubtful crop with many good growers. I must say that I was astonished at the high percentage (probably 90 per cent) of germination.

Yours truly,  
L. W. DURCHANEK.



CUCUMBER "SENSATION"

## A NEW ASTER OF EXCEPTIONAL MERIT

(Giant Mammoth Paeony Flowered Type)

This Aster is a fine florist strain. The flowers are of immense size, very double, borne on long, stout stems, quite free from laterals. They are good shippers, for they keep longer after cutting than any other Aster.

<b>Swansdown</b> , pure white.....	Package	\$ .15
<b>Azure Fairy</b> , clear azure blue.....	"	.15
<b>Maiden's Blush</b> , delicate flesh.....	"	.15
<b>Peach Blossom</b> .....	"	.15
<b>Mixed</b> .....	"	.15
1 package each of four above colors.....		.50

Quantity prices for the above as follows:

1/8 oz. 50c    1/4 oz. \$1.00    1 oz. \$3.50

## LARKSPUR

**Giant Imperial (Improved Upright or Mammoth Column)**

The Giant Imperial strain of Larkspur has been so far improved over the old stock-flowered strain that comparison is scarcely possible. The upright habit and close placed basal branched laterals are a great saver of space for greenhouse and garden rows.

<b>Miss California</b> , deep pink on salmon	Package	\$ .10
<b>Carmine King</b> , deep carmine rose.....	"	.10
<b>Exquisite Pink Improved</b> .....	"	.10
<b>Exquisite Rose</b> .....	"	.10
<b>Peach Blossom</b> .....	"	.10
<b>Blue Spire</b> .....	"	.10
<b>Lilac Spire</b> .....	"	.10
<b>White Spire</b> .....	"	.10
<b>Daintiness</b> , delicate lavender.....	"	.10
<b>Gloria</b> .....	"	.10
<b>Mixed</b> .....	"	.10

1/2 oz. 50c    1 oz. \$1.00

## CUCUMBER "GERMAN DELICATESS"

One of the best cucumbers for outdoor growing. Has a very small core for seeds and is of fine flavor. Very quick growing and immensely free bearing. Very hardy against disease.

Package 25c                          1 oz. \$1.00

## CUCUMBER SEED "SENSATION"

This cucumber has proved to be the most valuable variety for forcing under glass and in hotbeds, as well as for outdoors. In a greenhouse with a temperature of 70 degrees the fruit reaches the length of 12 inches in one week and is a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately.

Package 25c                          1 oz. \$7.00

**Directions for Planting Cucumbers in Greenhouse.**—The best way to raise cucumbers in the greenhouse is to make a ground bed of horse manure three feet high, packed as hard as possible, which has been moistened well when packed. Put over this one foot of good, old rotten manure or hot bed soil with a little sand mixed together with the manure. Then plant one row of young cucumber plants, preferably from 3-inch pots, about four feet apart, two plants to the spot, the two being about six inches apart. (The two plants are planted together so that if something happens to one there is always another plant to fill in the space.) The vines should be run over wide meshed wire netting which should stand 45 degrees. The vines should not be tied so when the manure settles there should be plenty of play. Otherwise the plants would pull out of the soil.

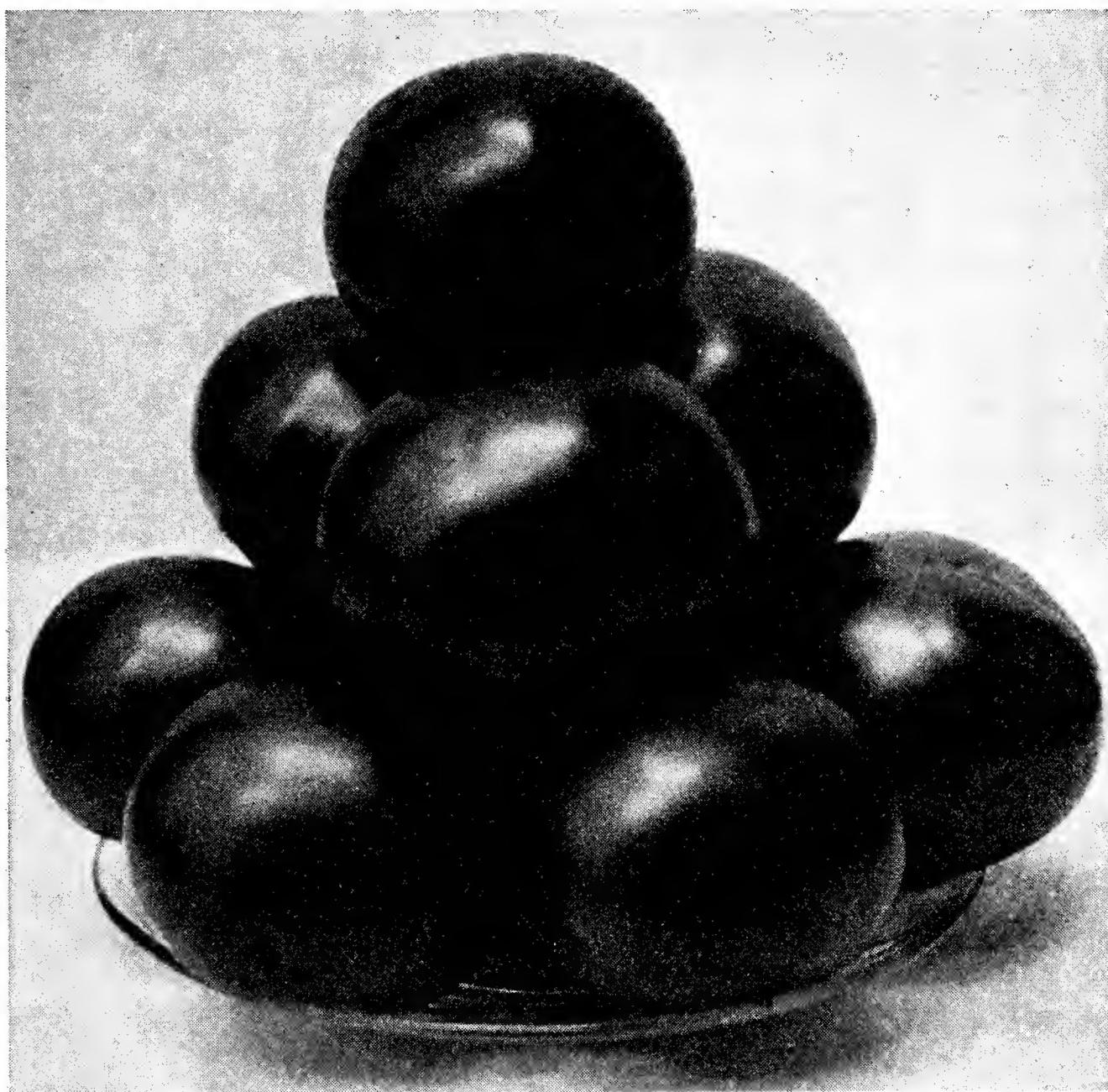
If fresh horse manure is not available, leaf mould with plenty of cow manure mixed will do. It must be at least three feet high in the bed and the temperature never under 70 degrees at night.

## TOMATOES

For many years I have been working on tomatoes, crossing all kinds together to derive a large size tomato of an exquisite flavor. I raised hundreds of large-sized varieties, but their fruit was too imperfect, having heavy cores and being rather crippled.

In 1916 I first got what I had in mind, a good, large tomato from a cross of San Jose Canner and Trophy, which is the Diener tomato now and which is now raised, mostly on the coast for canning, on thousands of acres, as it has proved the most satisfactory tomato for canning and for ketchup, as well as tomato juice. One corporation raises over 6000 acres of the Diener tomato.

The Ventura tomato is a smaller tomato of regular market size, weighing from four to eight ounces. It is immensely free bearing, has very solid, perfectly formed fruit, and a very fine flavor. It is the best fungi-resisting tomato yet produced.



"VENTURA" TOMATO

### NEW BLIGHT-RESISTING TOMATO

"Ventura" (Diener)

Ventura is the most perfect tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune to fungi. It can be shipped in a ripe condition to very long distances. Ventura has a very delicious taste, it being a seedling of the Diener tomato which is known for its wonderful flavor when

canned. It is extremely free bearing. To get the true variety always get the seed direct from me.

Seeds from Cutting raised plants:

Pkg. 50c 1 oz. \$5.00

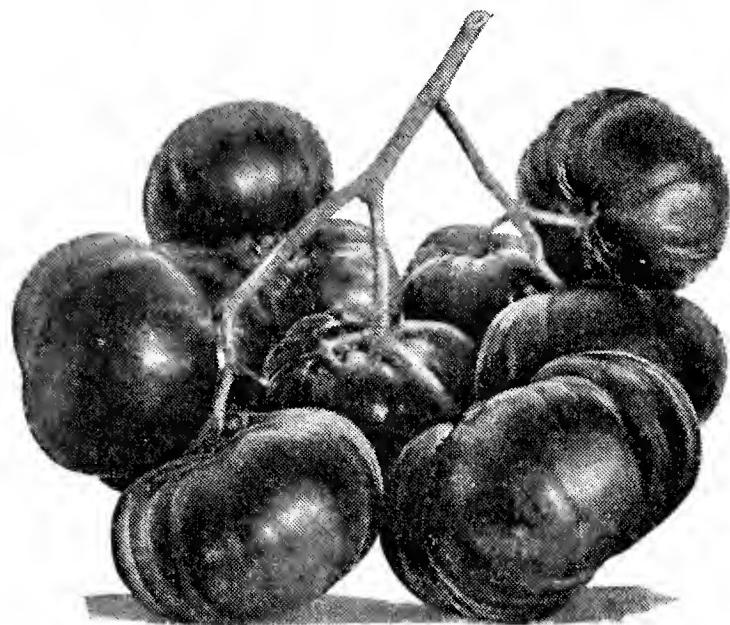
Seeds from Seedling raised plants:

Pkg. 25c 1 oz. \$1.00 1 lb. \$14.00

### DIENER'S YELLOW TOMATO

This is a large, yellow tomato, very early and free bearing. It has a fine, non-acid flavor. If you eat it once, you will want it in your garden every year.

Package 25c



"DIENER" TOMATO  
Nine Tomatoes Weighing 15 Pounds

### DIENER'S FORCING TOMATO

For Greenhouses and Frames. An immense free bearing tomato of about four to five ounces, fine red meat and the fruit is very even. There is nothing better in existence today for this purpose.

Trade pkg. 50c      1 oz. \$2.00

### THE DIENER TOMATO

"King of All Tomatoes"

This tomato was originated by Richard Diener in 1917 and has proved in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy.

The flesh is very solid and perfectly filled out, leaving no hollows. For this reason it is very valuable for dehydrating or canning. Canned, this tomato has the finest flavor of any tomato known. It is used in great quantities by California's largest canneries. The flesh is magnificent, dark red and very sweet and free from acid. It produces very few seeds, so is exceptionally fine for catsup and best for tomato juice.

Pkg. 25c      Trade pkg. 50c      1 oz. \$1.00  
1 lb. \$15.00

### THE PEPPER TOMATO

(Diener)

A cross between Bell Pepper and Tomato. This tomato should be in every garden. Having the pepper flavor added to the tomato, it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more egg-shaped than round, and from four to six ounces in weight.

Pkg. 25c      Trade pkg. 50c      1 oz. \$1.00  
1 lb. \$15.00

### TOMATO COLLECTION

For those who have a small garden and want a few plants of each, I have made a collection of Pepper, Diener, Ventura and Yellow tomatoes and a package of cucumber seeds, each package containing about fifty seeds and each variety labeled in a separate package.

Collection 25c

### RUST-PROOF SNAPDRAGONS

1935 Novelty

("All Colors Mixed")

Snapdragons have been badly affected by rust which has killed the plants and made them unsightly. For the past several years several growers have worked on them for rust-resisting qualities and the ones we offer here are fairly rust-proof, that is 75 per cent.

Package 25c      6 Packages \$1.00

### VAPORITE

This is a soil insecticide which destroys all insect pests living in the soil, such as wireworms, nematodes, cutworms, etc. Petunias are badly affected by nematodes in many localities, which often kill many of the young plants. Vaporite mixed in the soil, one pound to a cubic yard, will completely destroy them. After mixing, cover the soil with empty sacks and allow it to stand for about three days so the gas which forms will have plenty of time to take effect. After three days it will do no harm to the plants.

**Vaporite Your Ground**—Insure your flowers and crops against Pest Attack. (\$1,000,000 annual loss in California from wireworms.) **Vaporite** is easy and harmless to handle and will rid your garden or grounds of all forms of soil pests. **Vaporite** is scattered over the soil and forked or raked in. **Vaporite** creates a gas which remains active in the soil for a month. **Vaporite** can be safely used with growing plants. **Vaporite** is recommended by leading American and English Seedsmen. **Vaporite** has been successfully used in Europe for 30 years and has the largest sale of any insecticide there.

4 lbs. in air-tight screw-top can, \$1.50

(Postage paid in U. S.)

25 lbs. \$5.50      50 lbs. \$10.00      110-lb. keg \$20.90  
(f. o. b. Oxnard)

Use one pound to fifty square feet and 330 pounds to an acre outdoors.

Enterprise, Alabama, June 26, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Mr. Diener: You'll be interested to know that the Double Shastas are doing very nicely. Last year, being exceptionally dry in this section, it was with the greatest of difficulty that I managed to get a few plants to come through. This spring early I broke up the clumps and reset. They're doing fine and almost everybody that sees them simply stops and gasps at the beauty.

Very sincerely,

J. H. SINGLETON.

## PRACTICAL GARDENING BOOKS

[Written by well-known authorities in a concise and lucid manner, handsomely printed on good paper, profusely illustrated and attractively bound in durable covers]

My customer list is increasing by the thousands every year. So many people write every day asking questions concerning many subjects of Floriculture, it is impossible for me to answer all these questions, as the management of my business and the plant breeding work that I carry on takes all of my time, in spite of long hours of work every day. For those looking for such information, I have listed the following books. These books are inexpensive and are written by experts in their lines.

### ROSES

By F. F. Rockwell

Tells just what the beginner or average flower lover can do with roses. Varieties are classified according to their uses as garden, climbing, and landscape roses and the part each of these plays in the garden is fully explained with complete directions for rose care and culture, planting, propagation, protection from insects and diseases, and variety lists. 74 illustrations; 88 pages. \$1.00.

### HORTUS A CONCISE DICTIONARY OF GARDENING

By L. H. and Ethel Z. Bailey

Easy to use, accurate, and nontechnical, this great book comes closer than any other single volume to answering every question about gardening. It includes every kind of ornamental, fruit and vegetable plant grown today with brief and complete information on their uses, cultivation, hardiness, propagation, preferred soil, color, identification, etc. Common names are used throughout, all botanical terms are defined, and the book is so conveniently arranged and compressed that it is marvelously easy to handle. 35 illustrations; 652 pages. \$10.00.

### THE LAWS OF HYBRIDIZING

Discovered by Richard Diener

The first workable laws ever discovered in Plant and Animal Breeding. Any form, size of flowers, fruit and grain can be obtained by the application of these Natural Laws in the quickest possible way. All of our Gladiolus, Petunias, Amaryllis, etc., were obtained by applying these laws. Anybody doing any plant or animal breeding should know them in order to gain the desired results.

Included is an explanation of what Plant Life Is; Animal Life in Relation to Plant Life; What Plant Sports Are, and other valuable information. Elegantly printed and illustrated.

Sold directly through me only, at \$5.00 per copy.

### PERENNIAL GARDENS

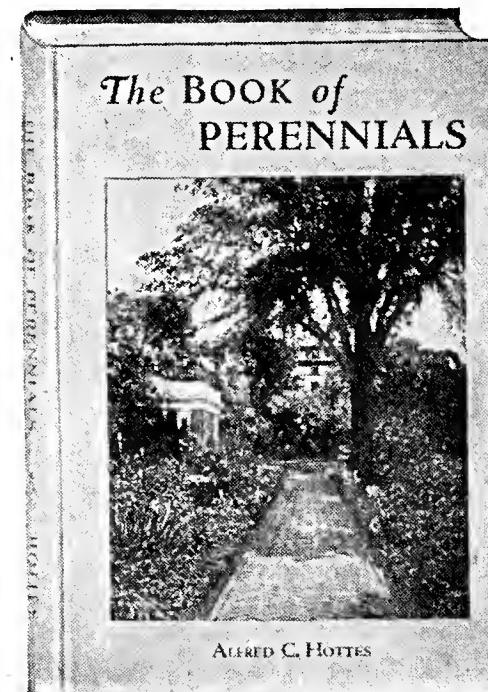
By H. S. Ortloff

Following the simple directions in this book insures a perennial garden crowded with bloom, in which the colors make a perfectly blended picture. First come plans, showing how to locate and lay out the garden; then clear directions for preparing the soil, fertilizing, planting, cultivating, transplanting and propagation. 18 illustrations; 90 pages. \$1.25.

### THE BOOK OF PERENNIALS

By Alfred C. Hottes

How to successfully grow and enjoy over 146 genera of our most popular and durable of border plants. 280 pages with 103 illustrations. Cloth, \$2.00; postpaid, \$2.15.



### MILADY'S HOUSE PLANTS

By F. E. Palmer

Tells how to care for and raise all house plants that succeed in the home. 176 pages, 152 halftones. Cloth, \$1.25; postpaid, \$1.35.

### BOOK OF TREES

By Alfred C. Hottes

Complete information on all phases of deciduous and coniferous trees. Valuable lists of different trees for different purposes and localities. 448 pages, 180 illustrations, 1932. Cloth, \$3.65, postpaid.

## COMMERCIAL FLORICULTURE

By Fritz Bahr

Economic and business conditions for the retail grower with full cultural details under glass and outdoors. 616 pages, 327 illustrations. Cloth, \$5.50.

## ROCK GARDEN PRIMER

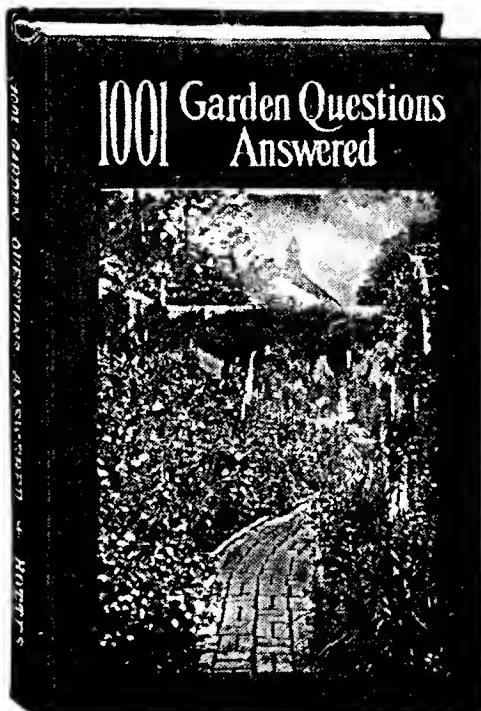
By Archie Thornton

Unusually complete for information on construction. Also gives care and culture. 152 pages, 70 illustrations and 4 color plates. Imitation leather, \$2.00; postpaid, \$2.15.

## 1001 GARDEN QUESTIONS ANSWERED

By Alfred C. Hottes

Covers all phases of gardening on the medium-sized place—flowers, fruits, vegetables, trees, shrubs, walks, etc. A veritable encyclopedia. 320 pages. Cloth, \$2.00; postpaid, \$2.15.



## THE CACTUS BOOK

By Dr. A. D. Houghton

Just select the right kinds and you can grow cacti in any climate and under any conditions, with flowers up to a foot across and sometimes 200 blooms on a single plant. This book tells you which cacti to buy and how to grow them outdoors or indoors; how to raise from seed, hybridize, make cuttings and grafts, and everything else connected with successful cacti growing. 18 illustrations; 145 pages. \$2.25.

## OUR NATIVE CACTI

By Ethel Bailey Higgins

Treats of Cacti indigenous to the United States, giving uses, classification, description, habitat, flowering periods, diseases, cultural directions. 182 pages, 94 illustrations, and 4 color plates. Linen cloth, \$2.65.

## GARDEN POOLS: LARGE AND SMALL

By Ramsey and Lawrence

Nothing else can add so much to your garden as a pool, even if it is only a transformed wash tub in the tiniest garden space. How to have one is fully explained in this new book. Its text is so complete and its illustrations are so numerous and practical that you can easily find the type of pool that fits in your garden and learn all about designing, planting and caring for it. 41 illustrations; 122 pages. \$2.50.

## THE BOOK OF ANNUALS

By Alfred C. Hottes

Over 100 separate genera described with full directions for their culture and uses. 182 pages. 155 illustrations. Cloth, \$1.50; postpaid, \$1.65.

## A LITTLE BOOK OF CLIMBING PLANTS

By Alfred C. Hottes

Full information on climbers, ground-covers and creepers. 250 pages, 82 illustrations. Cloth, \$2.00; postpaid, \$2.15.

## ALL ABOUT FLOWERING BULBS

By T. A. Weston

Full information on bulbs of all seasons with all essential details for their successful growth. 186 pages, 65 full-page halftones, and 8 color plates. Cloth, \$2.00; postpaid, \$2.15.

## MODERN DAHLIA CULTURE

By Wm. H. Waite

. . . the originator of "Jersey's Beauty," and other highly popular Dahlias. 134 pages, 24 halftones, 6 color plates. Cloth, \$1.50; postpaid, \$1.65.

## WOMAN'S FLOWER GARDEN

By Jane Leslie Kift

The care and treatment of plants in the home and their cultivation outdoors. 160 pages, 15 illustrations. Cloth, \$1.25; postpaid, \$1.35.

## AZALEAS AND CAMELLIAS

By H. H. Hume

Every point about growing both of these shrubs is carefully explained here—soils, time and method of planting, cultivation, mulching, pruning, frost protection, feeding, pot and tub culture, pests and diseases, and propagation. This information holds good for every region where either shrub is grown, indoors or outdoors. 14 illustrations, 90 pages. \$1.50.

## PRACTICAL LANDSCAPE GARDENING

By Robert A. Cridland

Tells how to beautify and landscape your own plot of a medium-sized place. 280 pages with 260 illustrations, planting plans and sketches. Cloth, \$2.50; postpaid, \$2.65.

## PRACTICAL VEGETABLE CULTURE

By A. E. Wilkinson

The growing of vegetables for home consumption and on the farm for profit. 308 pages with 135 illustrations. Cloth, \$2.00; postpaid, \$2.15.

## FLOWERS OF THE WILD

By Frank C. Pellett

Covers most of the common wild flowers suited for cultivation in the Northeastern States and the best of them from the West. 170 pages, 104 illustrations, and 4 color plates. Cloth, \$2.15, postpaid.

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RICHARD DIENER gives no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds, bulbs or plants sent out, and will not be in any way responsible for the crop other than replace bulbs untrue to name. If the purchaser does not accept the goods on these terms, they are to be returned at once.

**KINDLY USE THIS SHEET FOR ORDERING ONLY  
WRITE YOUR LETTER ON A SEPARATE SHEET OF PAPER**

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## BOOK OF SHRUBS

By Alfred C. Hottes

A complete, nontechnical description of the common species with its characters, uses, soil, pruning and propagation. Lists of different shrubs for different purposes. 446 pages, 187 illustrations. Cloth, \$3.00; postpaid, \$3.15.

## AMERICAN ALPINES IN THE GARDEN

By Anderson McCully

Hundreds of fine plants from our Pacific Northwest are fast coming into favor with garden makers everywhere. This new book describes and tells how to grow over 500 different kinds and gives full information on making a rock garden and moraine, pool, growing from seed, purchasing, and transplanting. 19 illustrations, 262 pages. \$2.50.

## BOOK OF BULBS

By F. F. Rockwell

With this complete and practical book you can get the utmost in beauty from every kind of bulbous plant. Clearly written by one who knows; illustrated with 187 beautiful photographs and instructive drawings. Includes tulips, daffodils, hyacinths, lilies, crocuses, glads, dahlias, peonies, irises, begonias, and scores of other beautiful but not-so-well-known bulbs. We recommend it as the best and most complete bulb book. 187 illustrations; 264 pages. \$2.00.

Litchfield, Maine, November 14, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Your Petunia seeds have taken people by storm in my section. They have never seen anything like them before. They are more than what you say. I have had exceptional blooms in two and a half months, which beats your statement.

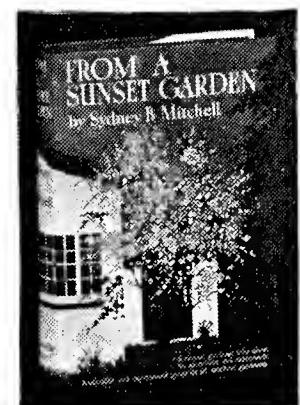
Sincerely,  
ARTHUR W. HEALD.

## FROM A SUNSET GARDEN

Essays for Any Adventurous Gardener

By Sidney B. Mitchell

If you are an adventurous gardener who likes to try new plants, or to experiment with seeds and bulbs and to grow the odd and unusual, you will value and enjoy this new book. Mr. Mitchell knows plants, and his book will help you to enjoy them—particularly the native western sorts which are becoming so popular in all parts of America. Delightfully written, informative, and completely practical and useful. Order this new book for garden success and real enjoyment. 337 pages, illustrated. Postpaid, \$3.15.



## GARDEN GUIDE

Each subject by different experts. Information on every phase of gardening pertaining to small or average sized homes. 576 pages, 300 illustrations. Cloth, \$2.50; postpaid, \$2.65.

## PRINTING LISTS FOR SOUTHERN CALIFORNIA

By Roland Stewart Hoyt

A handbook of ornamental plants. Describes the many varieties in detail. \$2.00; postpaid, \$2.15.

Tallahassee, Fla., October 4, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Gerbera and Petunia seeds purchased from you previously were excellent. Some of the Petunias lasted through last winter. The Gerbers are now beginning to bloom well and are the largest I have ever seen with splendid colors.

Yours very truly,  
EDWIN S. DEW.

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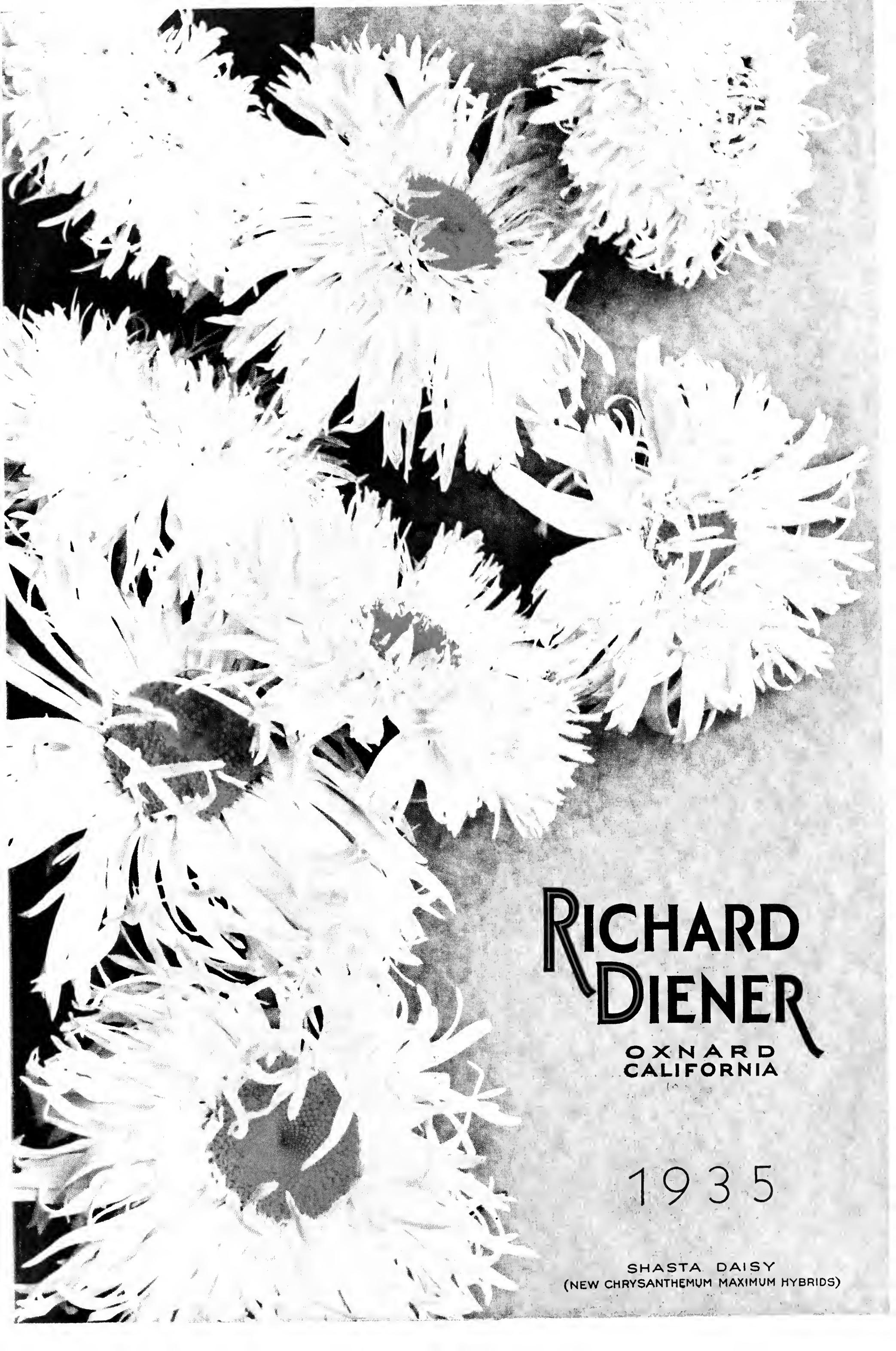
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**RICHARD  
DIENER**

**OXNARD  
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**1935**

**SHASTA DAISY**  
**(NEW CHRYSANTHEMUM MAXIMUM HYBRIDS)**